

THE 50,000 WATT BLOWTORCH OF THE GREAT SOUTHWEST:

THE HISTORY OF WBAP

Chad M. Dixon

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APPROVED:

Xiaoqun Zhang, Major Professor
Russ Campbell, Committee Member
Terry Moellinger, Committee Member
Eugene Martin, Chair of the Department
of Media Arts
David Holdeman, Dean of the School of
Arts and Sciences
Victor Prybutok, Vice Provost of the
Toulouse Graduate School

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This paper looks at the history of WBAP while examining how programming has changed from 1922-2014 and how WBAPs audience helped shape programming at the station. This paper reveals four formatting changes throughout the stations history and provides in-depth statistical analysis of how WBAPs audience changed during the stations 90 plus years of existence.

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CHAPTER 1

INTRODUCTION

As radio develops, it becomes increasingly difficult to analyze its history from a micro level. Stations change formats and call letters, and early stations are often forgotten. For those that have grown and adapted over the years, their stories deserve to be told. This study is to provide a history of WBAP from 1922 to present and examines how audience make up of the DFW area may have led to the programming shifts at WBAP. Broadcasting in the Dallas-Fort Worth (DFW) market for almost a century, WBAP was established as an AM station in May of 1922, the third station in the Dallas-Fort Worth area.

WBAP became one of a few 50,000-watt clear channel stations in the United States. WBAP has the greatest daytime coverage of any radio station in America and as much coverage at night as any U.S. radio station ("WBAP Station," 2011). At night WBAP's signal can be heard as far north as Canada and as far south as Honduras ("WBAP Station," 2011). This ability to broadcast over a large distance led the station to be known as "The 50,000 Watt Blowtorch of the Great Southwest."

A pioneer in radio programming, WBAP was the first in many features that today are commonplace in the radio industry. In 1922 WBAP was the first in the nation to have an audible logo signal ("A Brief History of," n.d.). Harold Hough, the first announcer at WBAP, initiated the idea of simply telling stories and ringing a cowbell (Schroeder, 1998). The sound of the cowbell would become the station's identification for decades to come (Schroeder, 1998). WBAP, in 1922, was the first

in the southwest to provide market and livestock reports (“A Favorite in Texas,” 1947) and the first to air remote broadcasts of weekly church services. In 1923 WBAP was the first to broadcast a rodeo, the Fort Worth Stock Show and Rodeo, and in 1927 was the first radio station in the southwest to broadcast a baseball game (“A Favorite in Texas,” 1947). WBAP was the first to broadcast a football game in 1928 (“A Favorite in Texas,” 1947). In 1934 WBAP was the first in America with regularly scheduled newscasts and the first station to air remote broadcasts by shortwave radio (“A Favorite in Texas,” 1947).

In December of 1936 WBAP had one of the longest remote-control independent broadcasts in the history of the nation: the Santa Clara-TCU Football Game direct from the stadium at San Francisco (“Milestones of WBAP,” 1938). In 1943 WBAP was the first individual station to send a war reporter to Europe in the early days of World War II (“A Favorite in Texas,” 1947). WBAP was the first in the southwest to get a television permit and one of the first stations to provide its listeners with weather forecasts (Schroeder, 1998). According to Hooper, Arbitron and Nielsen ratings, WBAP has been one of the top stations in the DFW market for the last 92 years.

Music was a major part of WBAP’s programming from the beginning (“A Brief History of,” n.d.). First presented as a variety/music format, over the years, WBAP has transitioned to middle-of-the-road/country and western music (Dempsey, 2010) to then full-service country. In full-service country, music is the main entertainment factor, and the station carries the country image, but news, weather, and public

service programs, which involve the listener, are important contributions to the format. In 1993 WBAP switched to its current format, news/talk (Huff, 2003).

The shifts in programming have not been explained in previous research by Dempsey (2000) and Glick (1977). Their research has concentrated on the relationship between WBAP and WFAA. Little has focused on the station's programming shifts and why these programming changes occurred. This study hopes to answer these research questions:

RQ 1: How have programming, facilities, and ownership changed over the history of WBAP?

RQ 2: How the changes of areas audience makeup may have led to the programming shifts at WBAP?

To analyze the history of WBAP, this study will focus on four aspects of the station: facilities, ownership, audience, and society. By examining these aspects, one can deduce why programming has changed, and what has brought about these changes at WBAP. Before analyzing these four aspects, an outline of the station's history is provided. Chapter One chronicles the history of WBAP from 1922 to 2016. It provides relevant information that may not fit into the four key aspects of the study.

Chapter Two examines the station's facilities and ownership. Broadcasting facilities can play a major role in the overall sound of a station and possibly dictate what programs a station can-or-cannot produce. In its early history, WBAP was seen as an industry leader regarding its broadcasting and newsgathering equipment, as well as, studio design. When examining radio programming, it is also important to

examine a radio station's ownership. Ownership has the ability to determine the direction a station's programming should evolve. Until the early 1970s, one family owned WBAP. Since then it has changed ownership several times.

Chapter Three focuses on WBAP's audience and society throughout its history. By examining WBAP's audiences, one can see how changing demographics and the number of listeners might have affected programming. Understanding the characteristics of the population who resided in the DFW area, past and present, can aid in illustrating the type of programming that might have appealed to the people.

A summary of the research, the results of the study, conclusions based on the research, suggested areas for further study, limitations of the study, and a forecast of WBAP's future will be provided in Chapter Four.

CHAPTER 2

HISTORY OF WBAP 1922-2014

For almost a century, WBAP has been broadcasting in the Dallas-Fort Worth area. In the spring of 1922 with the power of 20 watts, the management of Fort Worth's *Star-Telegram* newspaper began broadcasting ("WBAP Waves Cover 4,000," 1922). The third radio station established in the area, WBAP was preceded by WRR and WPA (Huff, 2003).

WRR (Where Radio Radiates) began broadcasting police reports on June 4, 1921, and was one of the first radio stations ever established in the U.S. The Dallas Police and Fire Departments received their first license from the Bureau of Navigation on August 4, 1921 (Huff, 2003). The Bureau of Navigation was in charge of early radio stations due to the fact that radio was primarily being used to have contact ship-to-ship and ship-to-mainland (Huff, 2014). It wasn't until March 13, 1922, that WRR received a commercial broadcast license from the Commerce Department's Radio Division (Huff, 2003).

WPA entered the market in March of 1922 as the second station in DFW (Schroeder, 1998, p. 30). Leonard Withington, owner and editor of the *Fort Worth Record*, a Fort Worth newspaper, and John R. Granger, the mechanical superintendent of the newspaper, founded the station (Schroeder, 1998, p. 30). WPA was located in a small shack on top of the Record building (Schroeder, 1998, p.30).

When considering the idea of starting a radio station in the DFW area, Amon G. Carter, owner and publisher of the *Star-Telegram*, told circulation manager,

Harold V. Hough, "We'll put \$300 in this radio thing, and when that's gone, we're out of the radio business" (Schroeder, 1998, p.32). Hough located a home-built transmitter which William E. Branch had assembled in his kitchen (Schroeder, 1998, p. 32). Hough paid Branch \$200 for the transmitter and \$50 to install it in the office of Louis J. Wortham, co-owner and co-publisher at the *Star-Telegram* (Schroeder, 1998, p. 32). (Details of these WBAP pioneers will be discussed in Chapter 2).

WBAP was initially housed in a three-room suite on the second floor of the four-story Star-Telegram building ("WBAP Waves Cover 4000," 1922). The radio department consisted of the music studio, operating/administrative office room, and the motor/generator room ("WBAP Waves Cover 4000," 1922). Experts of Johns-Manville, Inc. made the music studio soundproof and acoustically perfect ("WBAP Waves Cover 4000," 1922). The room's contents, including draperies, light and phone signal system, and other acoustical engineering work, cost in excess of \$3,000 ("WBAP Waves Cover 4000," 1922). Adjoining the music studio was the operating room, which housed the transmitter, power panel, and input amplifier ("WBAP Waves Cover 4000," 1922). The operating room was also used as the administrative office of the radio department ("WBAP Waves Cover 4000," 1922). The third room, the motor generator and battery room, was across the hall, quite removed from the music studio and operating room ("WBAP Waves Cover 4000," 1922). In the motor/generator room was housed a five horsepower 1,600-volt generator, the chargers, and other parts of the equipment ("WBAP Waves Cover 4000," 1922). Across Seventh Street and opposite the Star-Telegram building was

the Fort Worth Club building (Schroeder, 1998, p. 32) where the 100-foot antenna was located (“WBAP Waves Cover 4000,” 1922). On April 26, 1922, the Department of Commerce issued the call letters, WBAP (White, 1987), and a license to broadcast on May 2, 1922 (Huff, 2003).

In the beginning, all radio stations licensed in the United States were Amplitude Modulation (AM) stations. FM would not become popular until WWII. With AM stations a radio wave known as the “carrier wave” is modulated in amplitude by the signal that is to be transmitted (“AM vs. FM,” 2015). The frequency and phase remain the same (“AM vs. FM,” 2015). AM has poorer sound quality compared with FM but is cheaper and can be transmitted over long distances (“AM vs. FM,” 2015). It also has a lower bandwidth, so it can have more stations available in any frequency range (“AM vs. FM,” 2015). Today, AM radio ranges from 535 kHz to 1705 kHz (“AM vs. FM,” 2015). In FM, a “carrier wave” is modulated in frequency by the signal that is to be transmitted (“AM vs. FM,” 2015). The amplitude and phase remain the same (“AM vs. FM,” 2015). FM is less prone to interference than AM. However, FM signals are impacted by physical barriers (“AM vs. FM,” 2015). Most importantly, FM has better sound quality due to a higher bandwidth (“AM vs. FM,” 2015). FM radio ranges in a higher spectrum from 88 to 108 MHz (“AM vs. FM,” 2015).

All early stations broadcast on either 833 kHz or 618 kHz (White, 2008), a practice known as channel sharing. In the earliest days of radio, shipboard radio operators took turns sending point-to-point telegraph messages over established

frequencies (Dempsey, 2000). Channel sharing was a continuation of the earlier practice (Dempsey, 2000). The two frequencies were set aside for broadcasting on December 1, 1921, by the Commerce Department (White, 2008). The 833 kHz frequency was used for broadcasting news, concerts, and lectures, while the 618 kHz frequency was used for crop reports and weather service (White, 2008). Secretary of Commerce, Herbert Hoover, a future President of the United States, believed the call letters, WBAP, should stand for “We Bring A Program” (Schroeder, 1998, p. 31-32). As a means of remembering the call letters, the chief of the Radio Bureau at Washington invented the slogan: “Will Be at Party” (“Radio Program Soon Will,” 1922).

Two months after the official license had been issued to the *Star-Telegram*, WBAP could be heard as far as Denver on a single detector tube without amplification (“Twenty Watt Station of,” 1922). The detector tube was rapidly developed during World War I and was a necessity to early radio and telegraph stations (Clement, 1920).

In October of 1922, WBAP installed the best transmitter available, which had the power of 500 watts (“WBAP Home Of The,” 1924). The 500-watt transmitter was the first of its kind to be ordered and installed in the Southwest (“WBAP Waves Cover 4000,” 1922). In addition to the 48 states in the continental United States, WBAP programs could be heard as far as Alaska, Canada, Mexico, Yucatan, Cuba, Puerto Rico, Honduras, Panama, Nicaragua, and the Islands of Hawaii (“WBAP Waves Cover 4000,” 1922). At the time, the long distance record for the station was 4,000

miles airline from Fort Worth to the western coast of the Islands of Hawaii ("WBAP Waves Cover 4000," 1922). Approximately 400 to 700 letters and cards were received daily "from all sections of this part of the world and from masters and radio operators of ships on three oceans: the Atlantic, Pacific, and Gulf of Mexico" ("WBAP Waves Cover 4000," 1922).

Programming for WBAP, in 1922, began at 8:45 a.m. and continued until 11:00 p.m. ("Twenty Watt Station of," 1922). The programs included market reports, Texas road conditions, children's bedtime stories, health talks, special speakers, concerts of local and national artists, and baseball returns ("Twenty Watt Station of," 1922). Early baseball games were broadcast by having one individual at the ballpark relay a description of the action by phone to another individual at the station. The announcer would then take that description and relay it to the radio audience (Schroeder, 1998). Sound effects would often be used to make listeners believe that what was heard was live from the ballpark (Schroeder, 1998). The 1922 radio staff of WBAP consisted of four members: G. C. Arnoux, radio editor, program director, and night announcer; W. E. Branch, builder of the original 20 watt set and now technician in charge of the maintenance of the 500 watt set; G.C. Rulison, licensed operator and day announcer; and a stenographer ("WBAP Waves Cover 4,000," 1922).

In September of 1923, the power was increased to 750 watts ("WBAP Home Of The," 1924). By 1924 WBAP had changed its frequency to 630 kHz ("Station WBAP," 1924), and the power increased to 1,000 watts ("WBAP Home Of The,"

1924). At this time, the most distant point receiving the WBAP signal was 6,520 miles-Apia, Samoan Islands (“WBAP Home Of The,” 1924).

On February 23, 1927, the Federal Radio Commission (FRC) was created with the passing of the 1927 Radio Act. The FRC was composed of 5 commissioners with the purpose of bringing order to the radio industry (Schroeder, 1998, p. 61). The Radio Act gave the FRC power to allocate broadcast hours and frequency sharing (Dempsey, 2000). As stated earlier, the sharing of time and frequency had been unavoidable in early radio broadcasting, as there were but two frequencies and approximately 30% of the 677 stations in 1928 shared frequency (Dempsey, 2000).

By late 1928 the recently created FRC had made additional frequencies available (Dempsey, 2000). On National Frequency Reallocation Day, November 11, 1928, the FRC established a broadcast band that ranged from 500 kHz to 1500 kHz and included three categories of channels- eventually known as clear, regional, and local (Dempsey, 2000). Clear channels were established to be the most powerful stations, providing service to distant or rural areas (Dempsey, 2000). Clear Channel is the FRC classification:

Used to designate AM stations that are permitted to dominate their assigned frequency by transmitting with up to 50,000 watts of power.

Their ground wave signal is thus protected from objectionable interference within their primary service area, between 100 and 200 miles. Their secondary service can reach as far away as 750 miles at night because their sky waves reflect off the Kennelly-Heaviside layer

on the ionosphere and return to earth, unlike during the day, when they travel into space. (Aust, 1998, p. 11)

Included in the clear channel category was 800 kHz (Dempsey, 2000).

Most radio stations did one or more of the following on National Frequency Reallocation Day: began initial broadcasting, ceased broadcasting, or changed power, frequency, or time-sharing with other stations (Schroeder, 1998). As a result, on this day the FRC reassigned WBAP to clear channel 800 kHz (Huff, 2003). WBAP would share the frequency with KTHS, owned by the Hot Springs Chamber of Commerce in Hot Springs, Arkansas (Dempsey, 2000).

WBAP found it awkward to share airtime with KTHS, as it was such a distant station (Dempsey, 2000). In 1929 WBAP petitioned the FRC for permission to divide time with Dallas radio station WFAA (Working For All Alike), owned by the *Dallas Morning News*, rather than share time with KTHS (Dempsey, 2000). WFAA was not pleased about its shared frequency, clear channel 1040 kHz, with KRLD (Glick, 1977). KRLD was owned by the *Dallas Times Herald*, a bitter rival of the *Morning News* (Glick, 1977). The FRC agreed to the request, and on May 1, 1929, WFAA was authorized to join WBAP (Dempsey, 2000). An agreement among WBAP, WFAA, and KTHS would be signed by Harold Hough of the *Star-Telegram* and Walter Dealey of the *Morning News* (Dempsey, 2000). In the agreement, KTHS would exchange its present assigned frequency, 800 kHz, for WFAA's assigned frequency, 1040 kHz, allowing WBAP and WFAA to broadcast on the same frequency (Dempsey, 2000). KTHS and KRLD would broadcast on frequency 1040

kHz (Dempsey, 2000). In the exchange, KTHS received a bonus of \$5,000 and payment of expenses totaling \$4,646.99 (Dempsey, 2000). With the signing of the agreement, WBAP and WFAA were authorized to broadcast at 50,000 watts, the most power allowed at the time by the FRC (Dempsey, 2000). The relationship between WBAP and WFAA would become the longest shared frequency in radio history.

With the sharing of frequency between WBAP and WFAA, each year the stations had to agree on a time schedule. In 1931 station managers, Harold Hough of WBAP and G. E. Chase of WFAA, signed a document detailing how the two stations would divide the 18 hours of broadcasting, Monday through Saturday with Sunday on a separate schedule (Dempsey, 2000). The Monday through Saturday schedule was as follows:

6:00 – 8:30 a.m.: WFAA
8:30 – 10:30 a.m.: WBAP
10:30 a.m. – 12:30 p.m.: WFAA
12:30 – 3:00 p.m.: WBAP
3:00 – 5:00 p.m.: WFAA
5:00 – 5:30 p.m.: WBAP
5:30 – 6:00 p.m.: WFAA
6:00 – 9:00 p.m., Monday, Wednesday, and Friday: WFAA
6:00 – 9:00 p.m., Tuesday, Thursday, and Saturday: WBAP
9:00 p.m. – 12:00 Midnight, Monday, Wednesday, and Friday:
WBAP
9:00p.m. – 12:00 midnight, Tuesday, Thursday and Saturday:
WFAA (Dempsey, 2000, p. 121)

By the 1930s, even though WBAP was \$500,000 in debt (Schroeder, 1998, p. 32), radio stations were beginning to realize that there was money to be made in this fast growing medium (Glick, 1977). Since WBAP and WFAA shared time, each

station was on the air only half the time, and, therefore, each could generate half the possible profits (Glick, 1977). In 1938 to increase WBAP's profits, Amon Carter purchased KGKO on frequency 570 kHz in Wichita Falls, Texas, and had the station's license transferred to Fort Worth (Glick, 1977). The new transmitter plant was built south of Arlington, and KGKO's new studios were built in the Medical Arts Building in Fort Worth (Huff, 2003). In the late 1930's, Frank Mills, former employee of KGKO, and a college friend were en route to Hollywood to "become stars". After making a stopover in Fort Worth, Mills decided to check out the local market and accepted a position with KGKO. Mill's traveling companion and college friend, Ronald Reagan, opted to continue the journey to California. The rest is history (Shannon, 1995). Ronald Reagan would become a movie star, later enter politics, and eventually become the 40th President of the United States. Frank Mills would stay with WBAP for 41 years, becoming one of the best regionally and nationally known newsman/journalist in America ("A Brief History of," n.d.).

With the acquisition, Carter now owned one and a half radio stations in Fort Worth (Glick, 1977). Carter had full-time operation on KGKO 570 and half-time operation of 800 kHz with WFAA (Glick 1977). This bizarre situation continued until the mid-1940s when the next stage in the process of dual ownership of two frequencies commenced (Glick, 1977).

In 1940 history was made when WFAA bought a half interest in 570 kHz, KGKO, from Amon Carter, owner of WBAP (Glick, 1977). KGKO had lost a lot of money, so Carter had no objection in selling a half interest (Glick, 1977). In effect, the

transaction achieved full-time operation for both WBAP and WFAA. When one station was broadcasting on KGKO-570, the other would broadcast on 800 kHz, using their respective call letters (Glick, 1977). The sale was approved by the FCC on July 24, 1940 (Glick, 1977), and by September, WBAP and WFAA were operating KGKO. ("Radio History Made By," 1940). According to the *Dallas Morning News*, written September 1, 1940, "Never before in the annals of American newspaper and radio history have two major newspapers in adjacent metropolitan centers been linked in radio operations of such magnitude" ("Radio History Made By," 1940, p. 6). Martin B. Campbell, managing director of WFAA and KGKO, stated,

The aim and hope of *The News* [*Dallas Morning News*] is and always has been to make available through its radio services a varied and interesting radio fare. Under this new arrangement, WFAA-WBAP and KGKO will be able to present a more varied interesting schedule of programs than is available anywhere in the United States". ("Radio History Made By," 1940, p. 6)

Under the terms of the agreement, WFAA and WBAP would divide time between 800 kHz and 570 kHz, increasing the previously allotted programming time of nine hours to eighteen ("Radio History Made By," 1940) and giving each station the profitable increase desired (Glick, 1977). WFAA and WBAP would continue to maintain separate studios, WFAA in Dallas and WBAP in Fort Worth (Glick, 1977),

and have different sales staffs and talent (“Radio History Made By,” 1940) but would share ownership of the transmitter and antenna and the expense of running the two (Glick, 1977). WBAP and WFAA would cooperate further by advertising together, charging identical advertising rates and issuing a joint program schedule (Glick, 1977).

At the time, KGKO operated with a daytime power of 5,000 watts and a nighttime power of 1,000 watts (“Radio History Made By,” 1940) and would later upgrade to 5,000 watts, nighttime (Dempsey, 2000). Although KGKO was its own station, maintained a separate transmitter and antenna, and employed its own operators, at this time KGKO had no separate studio or talent personnel (Glick, 1977). As a result, KGKO was programmed half of the time by WFAA and the other half by WBAP (Glick 1977).

On March 29, 1941, the North American Radio Broadcast Agreement (NARBA) went into effect. The agreement caused the last frequency change for WBAP-WFAA, moving them from the 800 kHz frequency to 820 kHz, WBAP’s present frequency assignment (Huff, 2003).

With the purpose of preventing ownership of more than one network by a single company, the FCC issued a duopoly rule in 1940 (Dempsey, 2000). Two stations, WBAP and WFAA, broadcasting equally on one frequency, 800 kHz, appeared to comply with the rule, but whether WBAP’s and WFAA’s equal ownership of KGKO violated the duopoly rule was questionable (Dempsey, 2000). When confronted with the issue, WBAP’s attorney, A. M. Herman, argued that the company did not own

but one station. Herman said, "They own one-half of 820 and one-half of 570." He said, "Two halves make one" (Schroeder, 1998, p. 69).

On February 19, 1947, the FCC ruled that the present operation of KGKO by WBAP and WFAA violated the duopoly rule ("Texas Duopoly Decision Reached," 1947). The FCC ordered WBAP and WFAA share time on frequencies 820 kHz and 570 kHz on February 24, 1947, on the condition that the business operations be separated and KGKO be dissolved, "settling the last of the important duopoly issues" ("Texas Duopoly Decision Reached," 1947, p. 20). As a result, WBAP would operate one-half time on 820 kHz with 50,000 watt power and one-half time on 570 kHz with 5,000 watt power, KGKO's present assignment ("WFAA, WBAP Get Permit," 1947). The same arrangement would apply to WFAA ("WFAA, WBAP Get Permit," 1947). On April 27, 1947, the FCC eliminated the call letters KGKO (Dempsey, 2000), and WBAP-WFAA was licensed to broadcast on clear channel 820 kHz and regional channel 570 kHz.

A 1947 contract between Ted Dealey, president of Belo Corporation, which owned WFAA, and Amon Carter, president of Carter Publications, which owned WBAP, detailed the division of time for Monday through Saturday, 5:00 a.m. to 5:30 p.m.

5:00 a.m.-5:30 a.m.: WBAP, 570; WFAA, 820
5:30 a.m. - 7:00 a.m.: WBAP, 820; WFAA, 570
7:00 a.m. - 8:30 a.m.: WBAP, 570; WFAA, 820
8:30 a.m. - 10:30 a.m.: WBAP, 820; WFAA, 570
10:30 a.m. - 12:30 p.m.: WBAP, 570; WFAA, 820
12:30 p.m. - 3:00 p.m.: WBAP, 820; WFAA, 570
3:00 p.m.-5:30 p.m.: WBAP, 570; WFAA, 820
(Dempsey, 2000, pp. 123-124)

The stations switched two more times during the evening hours, a total of nine switches per day. On Sunday, the stations switched frequencies four times (Dempsey, 2000).

The decision to allow WBAP and WFAA to continue broadcasting on two frequencies did not end all of the stations' problems (Glick, 1977). As required by the FCC, each station had to identify itself as it signed off of one frequency and signed on to the other (Glick, 1977). To signify the transition, the studio announcer for WFAA would hit a gong, and the announcer of WBAP would ring a cowbell (Dempsey, 2000). This action, which had to happen simultaneously on both stations, would signal the person at the transmitter to flip a switch (Dempsey, 2000). Former engineer for WFAA, D. Easterwood, did not think the arrangement was terribly confusing to listeners and said, "I doubt most people knew that we changed frequencies. It was pretty seamless on the air. You'd hear a gong and a cowbell, and an announcer for a minute, and then go back to whatever it was" (Dempsey, 2000, p. 125). However, if it was necessary to switch frequencies during the broadcast of a political speech or sporting event, a problem in programming could arise (Glick, 1977). Identification had to be done even if the president was speaking (Glick, 1977). Should WFAA be signing off, the announcer would whisper the station identification to avoid disrupting the program (Glick, 1977). However, WBAP always preceded its call letters with the ringing of the cowbell (Glick, 1977).

Completing the broadcast of a sporting event was also a challenge. Denson Walker, former station manager of WFAA, recalled a football game, which was being

carried by one of the stations (Glick, 1977). A player with the ball was running toward the opposing goal at the time the stations changed frequencies (Glick, 1977). The other station had not made arrangements to carry the game, which would have continued the broadcast (Glick, 1977). "As far as the public was concerned, the guy started running and that was the end of it," said Walker (Glick, 1977, p. 481).

The 1940s ended with the creation of WBAP's first FM Station, WBAP-FM. It went on the air March 9, 1949, and was broadcast on channel 263 (100.5 mc) ("Fort Worth WBAP-FM Starts Service," 1949). WBAP-FM would eventually change frequencies landing on 96.3 FM and change its call letters to KSCS.

By the 1950s television had become the dominant broadcasting medium in the United States. The number of households with television in 1946 was approximately 8,000 ("Imagining the Internet: A," 2015). By 1960 that number had increased to 45.7 million ("Imagining the Internet: A," 2015). In 1948 Amon Carter, owner of the *Star-Telegram*, established WBAP-TV, the first television station in the southwest (Schroeder, 1998). With the shift from radio to television, doubts on whether the radio medium could survive began to arise. By the 1950s WBAP and WFAA were receiving fewer programs from their respective national networks, NBC and ABC (NBC's Blue network became ABC in 1945). Due to the cutbacks in national programming, radio stations in DFW and across the country were forced to change direction and include additional local programming.

According to Glick (1997), television was not the only challenge faced by WBAP. In 1941 there were four radio stations in the DFW market (Glick, 1997). By the end

of 1950, the number of stations in the metroplex had increased to twelve AM stations and eight FM stations (Huff, 2003). Of the eight FM stations, four were simulcasts of their respective AM stations (Huff, 2003). A simulcast is when one station's programming is sent out over two different radio frequencies (typically one AM and one FM).

The problems with the dual-frequency arrangement between WBAP and WFAA continued to escalate by the 1950s. WFAA wrote a memorandum offering thirteen propositions for resolving the issue (Dempsey, 2000). One of the proposals in the memorandum was for WFAA to either sell its half of WBAP or to purchase Amon Carter's half of WBAP (Dempsey, 2010). The latter was not going to ensue according to an internal Belo memo written in 1957 by then managing director of WFAA radio and television Alex Keese, saying,

I called on Mr. Hough to explore possibilities of resolving our share time arrangements on radio. He said that the *Star-Telegram* could not sell 820 because of a promise made by Amon Carter, Jr., to his father shortly before Mr. Carter, Sr., died. (Dempsey, 2000, p.130)

By this time, advertising had become an issue. Because of the shared frequencies between WFAA and WBAP, sales teams from both stations were becoming frustrated (Dempsey, 2010). A memo in 1958 written by A. Earl Cullum, Jr., a member of the Belo board of directors and owner of a Dallas broadcast engineering firm, noted:

It has proven to be impractical to promote the part-time facilities, and more and more difficult to sell [advertising on] the part-time facilities. Whereas the part-time facilities provided a reasonable return at one time, they provided less and less return. At the present time, the WFAA (820) facilities make some profit but the WFAA (570) facilities operate at a loss and, as a result, the combined facilities make only a small profit. (Dempsey, 2000, p. 129)

In the 1960s ratings began to plague WBAP. From the beginning of 1960 to the end of 1965, WBAP was the number one radio station in the Dallas-Fort Worth area. Initially, ratings were calculated according to “Net Weekly Circulation” (NWC) (Huff, 2003). NWC, in television or radio, is the number of individuals or households tuned to a particular station for a minimum of five minutes per week over a period of time (Govoni, 2004). By the end of 1966, the radio rating system had changed (Huff, 2003). In the winter of 1966, the American Research Bureau (known as the ARB, which would later become Arbitron) began to measure radio listening habits in Dallas and Fort Worth (Huff, 2003). As a result, a different metric for measuring a radio station’s audience was initiated. ARB introduced the Dallas and Fort Worth marketplace to Average Quarter Hour Share (Share) measurements. Share is a percentage calculated from the ratio of those listening to a particular radio station to the total radio listeners in the Metro (“Terminology and Definitions,” 2013).

$$\frac{AQH \text{ Persons to a Station}}{AQH \text{ Persons Listening to radio (Total)}} \times 100 = \text{Share (\%)}.$$

The reason for the decline in WBAP's ratings was not deemed to be attributed to the new radio rating system but rather as a result of the shared frequencies, 820 kHz and 570 kHz (Huff, 2003). According to Huff (2003), the dual-frequency arrangement between WBAP and WFAA prevented both stations from gaining an appreciable audience.

Early in the relationship, WBAP and WFAA had made a conscious decision to have similar programming (Glick, 1977). This was achieved, even though according to the terms of the 1947 decision, the two stations were forbidden to discuss programming with one another. The goal of both stations was to have the audience be loyal to the frequency, 820 kHz or 570 kHz, rather than the call letters, WBAP or WFAA. According to Denson Walker, former station manager of WFAA, "We wanted them to stay there [on 820 kHz or 570 kHz] where they would be when we came back" (Glick, 1977, p. 480). To support the philosophy, when the moment came for the stations to exchange frequencies, "the stations would sign on or off with only their respective call letters and location, as required by the FCC, rather than advising the audience to switch frequencies" (Glick, 1977, p.480).

By the end of the 1960s, ratings were down, and programming was beginning to change at WBAP. For over 40 years, WBAP presented a variety/music format. In 1969 WBAP hired future legendary disc jockey Bill Mack to host a program which played country-and-western music on the 820 kHz frequency from midnight to 7:30 a.m. (Dempsey, 2000). WFAA was invited to program their part of the schedule with

similar music but chose not to do so (Glick, 1977). According to Walker, “We didn’t see fit to do it.” “... For the first time, we simply discarded any attempt to be similar” (Glick, 1977. p. 480).

In the early 1960s, WBAP and WFAA were broadcasting only eighteen hours a day, signing on at 6:00 a.m. and signing off at midnight (Glick, 1977). Sales were continuing to be a major concern for WBAP. According to Don Harris, a 33-year employee of WBAP hired in 1965, WBAP had been losing money for 10-15 years before making the decision to attempt country-and-western music (Dempsey, 2000). The loss in revenue appeared to stem from the dual-frequency arrangement between WBAP and WFAA. It was difficult for a salesman to convince an advertiser to buy time on a particular station when the audience, the advertiser was trying to reach, was not certain to which station he or she was listening (Glick, 1977).

Another problem, confronting the sales team, was selling advertising during morning and afternoon drives, the most valuable times in radio. In the 1960s WBAP and WFAA had morning and afternoon drives split into 30 and 90-minute alternating time slots, which made it difficult for the sales team to sell to advertisers.

The 1970s were a time of transition at WBAP. WBAP and WFAA were growing weary from sharing frequencies 820 kHz and 570 kHz. By April, WBAP and WFAA had agreed on an arrangement that would ultimately separate the two stations that had been intertwined periodically since the 1920s and incessantly since 1947. In the agreement, Carter Publications, Inc., licensee of WBAP, paid A.H. Belo Corp., licensee of WFAA, \$3.5 million for sole operating rights to the 820 kHz

frequency. WFAA would obtain sole operating rights to the 570 kHz frequency. On April 22, 1970, the FCC gave WBAP and WFAA the okay to end the dual use of two frequencies. The two stations were officially separated on May 1, 1970, ("WFAA, WBAP to End Dual," 1970) ending the longest shared frequency in radio history.

The fact that WBAP obtained the 50,000 watt 1-A clear channel came as a surprise to some who assumed the clear channel would be assigned to WFAA since WFAA was located in Dallas, the larger market (Glick, 1977). According to A.M. Herman, longtime attorney for Carter Publications and attorney for WBAP since 1928, WBAP was never going to give it up voluntarily (Glick, 1977). Herman said,

We never did entertain, and wouldn't have, under any conditions, the idea of giving up half-time on the 820 frequency. That was our position, and they knew it. They finally came to the conclusion that they could operate with the little station [570]. (Glick, 1977, p. 483)

WFAA had reason for relinquishing the 820 kHz frequency. The former station manager of WFAA, Denson Walker, thought WFAA management was concerned that the FCC would eventually forbid one organization from owning multiple media outlets. A.H. Belo Corp. owned an FM station, daily newspaper, and the ABC television affiliate in Dallas. The owners believed that if forced to divest the radio industry, it would be easier to market a station which broadcast full-time on one frequency than one which broadcast half the time on two frequencies (Glick, 1977). Management at WFAA also acknowledged that Carter would never relinquish

the 820 kHz frequency willingly and that WFAA would have to settle for the 570 kHz frequency.

In the summer of 1970, WBAP changed formats from middle of the road/ country and western to full-service country, also referred to as “Country Gold” (“WBAP 820 Radio’s Road,” 1972). WBAP had experimented with a country music format periodically since the station was established in 1922 and in 1969 began airing country music during the overnight hours with DJ Bill Mack. Country Music at WBAP would prove to be a successful format in excess of 20 years.

Within three years after taking license control of the 820 kHz frequency, Carter Publications, Inc. decided to vacate the media industry. Carter Publications sold the *Fort Worth Star-Telegram*, WBAP AM-FM, and WBAP-TV for a total of \$115 million (“Star-Telegram, WBAP Sold To,” 1973). WBAP AM-FM and the *Star-Telegram* were sold to Capital Cities Broadcasting Corp. (CapCities) for \$80 million (“Star-Telegram, WBAP Sold To,” 1973). WBAP-TV was sold to LIN Broadcasting for \$35 million (“Star-Telegram, WBAP Sold To,” 1973). At the time of the sale, the Carter family had been in the media business since 1906 when Amon Carter established the *Star-Telegram*.

In the mid-1970s, WBAP became the flagship radio station of the Texas Rangers, a professional baseball team. The Rangers remained with WBAP for 21 years (Horn, 1994). During this time, two North Texas broadcasting legends evolved: Mark Holtz and Eric Nadel, later a Ford C. Frick award winner. The Ford C. Frick award is presented annually, by the Baseball Hall of Fame, to a broadcaster

for “major contributions to baseball” (“Ford C. Frick Award”, 2014). WBAP became the flagship station for a newly organized professional team in 1980. The Dallas Mavericks are the only National Basketball Association (NBA) team in the DFW area. WBAP’s association with The Mavericks would continue until 1994 (Barnhouse, 1994).

In 1981 WBAP hired a future Texas Radio Hall of Fame broadcaster, Hal Jay, and traffic reporter, Dick Siegel. The *Hal and Dick* show proved to be very successful throughout the 1980s and into the 2000s. The show was unusual. Dick Siegel co-hosted from a helicopter or plane, which he also piloted (Wrolstad, 2002). Siegel was traffic reporter, co-host, and pilot. The combination of a country music format and the pairing of Hal Jay and Dick Siegel led to ratings success in the 1980s. According to Arbitron ratings from 1980 to 1989, WBAP never fell from the top ten radio stations in the DFW market in demographics of listeners 12 years of age and older.

Midway through the 1980s, WBAP’s parent company, CapCities, purchased the American Broadcasting Company (ABC) for \$3.5 billion dollars. The purchase was announced on March 18, 1985 (Adams, 1985). Capital Cities Communications changed its name to Capital Cities/ABC, Inc.. Because ABC was a much larger company than CapCities, the purchase of ABC by CapCities was a surprise to some (Adams, 1985). A key participant in the merger was Warren Buffet, who made his initial fortune by investing in media operations (Adams, 1985). In the agreement, Buffett’s company, Berkshire Hathaway Inc., purchased 18 percent of CapCities’ 16

million outstanding shares of common stock for \$517.5 million, or \$172.50 a share (Adams, 1985).

Sports programming had been a part of WBAP since the 1920s, broadcasting early baseball games and the Texas Prison Rodeo. In 1986 when a regular spot in the programming became available, WBAP broadcaster Steve Lamb suggested that Randy Galloway, a long-time sports columnist for the *Dallas Morning News*, would be the ideal man for the job (Philpot, 2014). WBAP was involved with broadcasting sporting events, but Galloway could “talk” sports. *Sports at 6* was a 90-minute show dedicated to sports talk (Philpot, 2014). On the first day of broadcasting and afraid that no listener would participate in the program, Galloway hand-wrote the entire show on a legal pad (Philpot, 2014). To his surprise, within two minutes, the phone began to ring (Philpot, 2014). *Sports at 6* would be a mainstay on WBAP for 17 years, until 2003 (Philpot, 2014).

By the end of the 1980s, fewer and fewer AM stations with music formats were succeeding. The music fidelity on the FM band was perceived by the public to be superior to the AM band (Baldwin, 1993). In 1988 WBAP’s president and general manager, John Hare, began to modify WBAP’s weekday programming by including a one-hour news block, *Hello Texas*, from noon to 1 p.m. (Baldwin, 1993). The action was taken to compete with Dallas’ news station KRLD (Baldwin, 1993). The undertaking marked the beginning of a five-year transition from full-service country to news/talk.

A radio station's decision to switch formats is typically done for one of two reasons: the current format is not getting the number of listeners wanted or a particular demographic, which may be seen as more lucrative to advertisers, is not being reached. When WBAP decided to transition into news/talk, the station was ranked fourth in the DFW market and reached a demographic that was highly sought after.

In 1991 WBAP was a blend of Top 40 country music, sports talk, and news from local, national, and international sources (Parish Perkins, 1991). In addition to music, news, and sports, WBAP's programming included farm and ranch reports, commentaries by Alex Burton and Paul Harvey, and weather updates (Parish, 1991). WBAP was a big time station with a small town feel. WBAP was successful. But as stated earlier, music format AM stations were beginning to struggle nationally. Rather than waiting to see if the current format could remain successful, WBAP decided to be proactive and gradually transition into a news/talk format. To assist with the transition, general manager John Hare hired Tyler Cox from WWRC in Washington, DC. Cox had previous success at WBZ in Boston and was the program director for Rush Limbaugh at KFBK in Sacramento, California.

Near the end of 1992, WBAP added a weekday talent that had proved successful at rival station KUII 1190. Rush Limbaugh would not only prove to be a major success for the station but also help shape "talk" radio.

Morning co-host Hal Jay was leery of changing formats to news/talk. To ease the transition of the *Hal and Dick* show, Tyler Cox initiated a four-month plan to help

Jay, as well as, maintain cume (T. Cox, personal communication, January 14, 2015). In the first month, no music would be played in the fourth quarter-hour of each hour (T. Cox, personal communication, January 14, 2015). The next month, Cox removed music from the second quarter-hour (T. Cox, personal communication, January 14, 2015). In month three, music from the third quarter-hour was purged, so that by month four, music had been eliminated from the *Hal and Dick* show. During the four-month period, not one listener was lost (T. Cox, personal communication, January 14, 2015).

By 1993 Randy Galloway's *Sports at 6* had become the most popular sports radio program in the area, with a 7.0 rating according to Arbitron. At the time, sports talk was still in its infancy, as DFW did not get its first all-sports station until 1994 when KTCK 1310 "The Ticket" signed on the airways.

In 1994 the weekday line-up was complete with the addition of conservative pundit Mark Davis. The addition of Mark Davis along with Hal Jay and Dick Siegel, Rush Limbaugh, and Randy Galloway would be a winning combination for years to come.

After forty-five years broadcasting from the pastoral Meadowbrook home on Broadcast Hill in Fort Worth, WBAP's studios were relocated (Kennedy, 1994, p. 23). Along with sister station KSCS, WBAP moved to the Brookhollow II office tower on East Lamar Boulevard in Arlington in September of 1994 (Jarvis, 1994). WBAP occupied the fourth floor.

According to program director Tyler Cox, the WBAP studios were designed specifically with the news/talk format in mind and required a full year of planning (Jarvis, 1994). The new studios offered more space for guests, improvements in technology, and most importantly, no more tapes (Jarvis, 1994). Audio would now be digital.

On January 4, 1996, shareholders of the Walt Disney Company (Disney) and Capital Cities/ABC, owner of WBAP, agreed to a merger. Disney purchased Capital Cities/ABC for \$19 billion in cash and stock (Hofmeister & Hall, 1995). Disney would later change the corporate name of Capital Cities/ABC to ABC Radio (Fabrikant, 1996).

The year 1996 marked the first successful attempt to reform regulations in the broadcasting industry since the great depression. One of the goals of The Telecommunications Act of 1996 was to free up the market in the communications industry. The act affected the radio industry by eliminating the cap on nationwide station ownership and increasing the number of stations one entity could own in a single market (Dicola & Thomson, 2002). The legislation sparked an unprecedented period of ownership consolidation in the industry (Dicola & Thomson, 2002).

The new millennium commenced with the retirement of WBAP's legendary country music DJ Bill Mack after 32 years with the station (Austin, 2001). Since joining the WBAP team, Mack had been inducted into the Country Music Radio Hall of Fame and had won the 1997 Grammy award for *Best Country Song*, "Blue" (Kennedy, 2001, p. 1). Mack stated, "The thing that's made it all worthwhile is I've

been able to do what I damn well wanted to do. The thing is, it's been fun" (Austin, 2001, p. 1).

The following year marked the departure of legendary traffic reporter and broadcaster Dick Siegel, a member of the *Hal and Dick Show* for over 20 years. When asked why he wanted to leave WBAP, Siegel responded, "I just was bored" (Wrolstad, 2002, p. A33). Siegel exited WBAP to become the afternoon drive-time DJ for a Mineral Wells-Weatherford station (Wrolstad, 2002). Siegel's broadcasting partner, Hal Jay, continues at WBAP and has been the front man of the station for over 30 years.

In 2006 the Board of Directors of the Walt Disney Company and Citadel Broadcasting approved a definitive agreement to combine ABC Radio with Citadel Broadcasting ("Citadel Acquires ABC Radio," 2006). The newly combined company, dubbed Citadel Communications, became the third largest radio group in the U.S., reaching more than 50 markets. In the agreement, Disney shareholders would possess 52 percent of Citadel Communications, and Disney would retain \$1.4 to \$1.65 billion in cash ("Citadel Acquires ABC Radio," 2006). Concurrently, Citadel shareholders would have possession of the remaining 48 percent of the combined company ("Citadel Acquires ABC Radio," 2006). The total transaction was valued at \$2.7 billion dollars ("Citadel Acquires ABC Radio," 2006).

On March 15, 2010, WBAP sister station KPMZ 96.7FM, "Platinum 96.7", began to simulcast WBAP/820AM. WBAP Program Director Tyler Cox stated,

As you look at where the bulk of where radio listening takes place in this market and every other market, it's on the FM Dial. We've certainly done exceptionally well [on AM], but when you look at situations in other markets where AM stations have added FM simulcast partners, it's just greatly increased the reach and audience size of the radio station. (Philpot, 2010, p. B10)

According to Ron Chapman, a North Texas radio legend who developed the playlist, he was warned a couple of months ago by Citadel CEO Farid Suleman that the station [KPMZ 96.7FM] might have to change formats (Philpot, 2010). Chapman said, "Platinum never did not make money. Platinum always made a little money; it just didn't make enough" (Philpot, 2010, p. B10). The simulcast between 820 AM and 96.7 FM was ephemeral. On October 20, 2013, 96.7 FM was reassigned to sister station KTCK 1310 "The Ticket", leaving WBAP to broadcast solely on 820 kHz. According to Program Director Tyler Cox, the switch had a negligible effect on WBAP's ratings.

In March of 2011, Cumulus Media Inc. announced the purchase of WBAP's parent company, Citadel Communications, for a reported \$2.4 billion (Thomson, 2011). The acquisition was 10 times larger than Cumulus' market value of \$214.4 million (Thomson, 2011). Citadel shareholders were given the option of receiving \$37 per share or 8.525 shares of Cumulus Class "A" stock for each Citadel share (Thomson, 2011).

In an attempt to move the eight DFW Cumulus radio stations and respective sales departments to a single building, in 2011 WBAP was relocated. Its current location is 3090 Olive Street in Dallas, which is in the proximity of the American Airlines Center. The American Airlines Center is the home of the NBA's Dallas Mavericks and NHL's Dallas Stars.

Reflecting on Chapter 1, it is clear that WBAP has changed since its humble beginnings in 1922. Talent, facilities, and ownership have all turned over and programming has followed suit. Chapter 2 will focus on the station's facilities and ownership and examine how the two have changed over the 90 plus years of WBAP.

CHAPTER 3

FACILITIES AND OWNERSHIP

In 1922 WBAP began broadcast in a three-room suite on the second floor of the Star-Telegram building in Fort Worth ("WBAP Waves Cover 4000," 1922). The radio department consisted of a music studio, an operating/administrative office room, and a motor/generator room ("WBAP Waves Cover 4000," 1922). The music studio was made acoustically perfect and soundproof by experts at Johns-Manville, Inc. ("WBAP Waves Cover 4000," 1922). The cost of the music room's contents, including draperies, lighting, phone signal system and other acoustical engineering work, was in excess of \$3,000 ("WBAP Waves Cover 4000," 1922). The operating room, which adjoined the music studio, housed the transmitter, input amplifier, and power panel and was also used as the administrative office of the radio department ("WBAP Waves Cover 4000," 1922). Across the hall and removed from the music studio and operating room was the third room, the motor generator and battery room ("WBAP Waves Cover 4000," 1922). The motor/generator room housed a five horsepower 1,600-volt generator, the chargers, and other parts of the equipment ("WBAP Waves Cover 4000," 1922). Opposite the Star-Telegram building and across Seventh Street was the Fort Worth Club building (Schroeder, 1998, p. 32) where the 100-foot antenna was located ("WBAP Waves Cover 4000," 1922).

By 1933 WBAP had relocated its broadcasting studios to the Blackstone Hotel at 601 Main Street, in downtown Fort Worth. The 23-story hotel was relatively new, having opened in 1929 just days before the stock market crash ("Fort Worth Hotel Will," 1929). An interesting feature of the hotel was that each room was built with a "radio reception system" ("New Hotel Has Central," 1929). All rooms were equipped

with a speaker and the ability to choose between two or three radio stations (“New Hotel Has Central,” 1929). WBAP occupied the entire 22nd floor and had one main studio along with another small studio (Schroeder, 1998, p. 73). The station layout featured two offices, a musician’s lounge, and a hall where the public could come and observe the broadcasts (Schroeder, 1998, p. 73). The historic Blackstone Hotel remains the tallest hotel in Fort Worth. Known for its art deco with terra cotta decor, the hotel is now the Courtyard by Marriott Fort Worth Downtown/Blackstone.

Between 1940 and 1941 WBAP relocated to the 17th and 18th floors of the Medical Arts Building in Fort Worth (*The Radio Annual*, 1941). The floor plan consisted of three studio rooms and a control room (“Work on Transmitter Plant,” 1938, p. 14). At the time, one of the studios was considered to be one of the largest in the southwest (“Work on Transmitter Plant,” 1938, p.14).

WBAP shared the studios with KGKO. Owner Amon Carter had acquired and transferred KGKO from Wichita Falls, Texas, to the Medical Arts Building two years prior in 1938 (Schroeder, 1998, p. 67). Joining WBAP and KGKO was the Lone Star Chain. The Lone Star Chain, initiated September 26, 1939, consisted of 25 lower-wattage regional stations and was used to carry political programming (Schroeder, 1998, p. 104). A chain or network is two or more stations simultaneously broadcasting the same program (White, n.d.). In the early days of radio, a “chain” was created using telephone lines to connect multiple radio stations (White, n.d.). As a result, an audience in Houston could hear the same programs that were

originating from Dallas without the need of boosting a station's radio signal. The Medical Arts building was demolished on July 1, 1973.

In 1948 WBAP facilities relocated to the eastern outskirts of Fort Worth, to what would become known as "Broadcast Hill." The new building cost \$1.5 million and housed WBAP AM, FM, and TV ("Work on WBAP-TV," 1948). The building had 70,000 square feet of floor space comprised of six radio studios. Each studio was acoustically designed with a separate control room and a distinct color scheme ("Facilities Give WBAP's Reason," 1951). Two of the larger radio studios measured 40 x 26 x 21 ft. Technology used in the new facilities included 73-B RCA Disc Type recorders, model 300-C Ampex tape recorders, and RCA 70-D turntables ("Facilities Give WBAP Reason," 1951). The new facilities also included television studios, dressing rooms, and space for maintenance and storage ("Facilities Give WBAP's Reason," 1951). A staff of 153 was required to operate the TV, AM, and FM facilities ("Facilities Give WBAP's Reason," 1951).

On October 28, 1994, at 9:00 p.m. central time, WBAP began broadcasting from the Brookhollow Two office tower on East Lamar Boulevard in Arlington, Texas (Jarvis, 1994, p. 25). For the first time, the studios of WBAP were outside Fort Worth. The station occupied most of the third and the entire fourth floor, a total of 25,000 square feet (Vozzella, 1994). At the time WBAP and sister-station KSCS had approximately 80 full-time employees and 20 part-time employees (Vozzella, 1993). According to Program Director Tyler Cox, the new studios took over a year to design and were configured specifically with the News/Talk format in mind (Jarvis, 1994).

The new studios offered additional space for guests and improvements in technology (Jarvis, 1994). At Broadcast Hill, programming logs were printed out on paper; in Arlington, logs were now digital (Jarvis, 1994). Audiotapes were abandoned, as all audio was converted to a digital format (Jarvis, 1994).

In early 2012 WBAP relocated to the 5th floor of 3090 Victory Plaza, in Dallas. At Victory Plaza, in what can only be described as poetic, WBAP shares the fifth floor, resources and talent with longtime acquaintance 570 kHz KLIF. The 5th floor consists of a kitchen, six offices, a conference room, a digital media production room, seven studios, and a newsroom consisting of six workstations. WBAP occupies the three studios furthest from the elevators. WBAP's Sales staff is located on the 4th floor.

Ownership

Until 1973, WBAP was owned by Carter Publishing, Inc. The media giant, which owned the *Fort Worth Star-Telegram*, WBAP-TV, WBAP-AM, and KSCS-FM, was founded by Amon G. Carter. Born to William Henry and Josephine (Ream) Carter on December 11, 1879, in Crafton, Texas. Giles Amon Carter would change his name as an adult to Amon G. Carter (Procter, n.d.). As a young boy, Carter was a "chicken and bread boy" selling sandwiches to train passengers in Bowie, Texas (Cervantez, 2011). During Carter's late teens and early twenties, Carter worked as an advertiser in San Francisco (Cervantez, 2011). Although Carter's future seemed promising in California, Carter decided to return to Texas and work with investors in establishing a newspaper. By 1906 Carter had begun working as the head of

advertising for the *Fort Worth Star* newspaper (Cervantez, 2011). By 1908, with the backing of Col. Paul Waples (Procter, n.d.), Carter bought the crosstown rival, the *Fort Worth Telegram*, merging the two papers into the *Fort Worth Star-Telegram* (Cervantez, 2011). The *Star-Telegram* would become one of the widest circulated newspapers in Texas. After founding WBAP in 1922, Carter successfully lobbied for a state university in West Texas. In 1925 Texas Technological College (later Texas Tech) opened in Lubbock, Texas (Cervantez, 2011).

Carter consistently attempted to assist Fort Worth in becoming a business mecca. Interested in transportation, in 1911 Carter was instrumental in bringing the first airplane to the Fort Worth area (Procter, n.d.). By 1928 Carter was director and part owner of American Airways, which eventually became American Airlines (Procter, n.d.). When the Great Depression and World War II drew Fort Worth into national affairs, Carter used his influence to convince the Franklin D. Roosevelt Administration to designate New Deal dollars for construction projects in the city and an aircraft plant that assembled B-24 Liberator Bombers during WWII (Cervantez, 2011).

One of Carter's final contributions to Texas and Fort Worth was WBAP-TV. WBAP-TV began broadcasting on Channel 5, September 15, 1948. At the time of his death, June 23, 1955, Amon G. Carter was considered a pioneer in radio and television and had built one of the most successful newspapers in the country ("Amon G. Carter Dies," 1955). *Time* magazine had referred to Carter as "a civic

monument, which unlike San Antonio's Alamo, Houston's Shamrock, and Dallas' Cotton Bowl, can walk and talk at incredible speed" (Cervantez, 2011).

Three years before Carter's death, Amon Gary Carter, Jr. was appointed president of Carter Publications (Saxon, 1982). Born December 23, 1919, Carter Jr. began selling newspapers for his father's *Star-Telegram* at the age of 10 (Norris, n.d.). As a teenager he spent his summers as a copy boy, advertising salesman, and staff photographer for the *Star-Telegram* (Norris n.d.). In 1934, Carter Jr. attended Culver Military Academy and graduated in 1938 ("Amon Gary Carter (1919-1982)," n.d.). After completing the military academy, Carter Jr. enrolled at the University of Texas at Austin to study business administration. While in the middle of his studies, the U.S. entered World War II, and Carter Jr. enlisted as an army lieutenant ("Amon Gary Carter (1919-1982)," n.d.). While in the war Carter Jr. was captured and spent 27 months as a prisoner of war (POW) just outside of Szubin, Poland (Norris, n.d.). As a prisoner, Carter Jr. published a camp newspaper (on toilet paper) and established a pipeline for sending packages back home, all this unknown to the enemy (Norris, n.d.). In 1945 Carter Jr. was released and returned home. Carter Jr. was awarded the Purple Heart, along with the Bronze Star (Norris, n.d.). Carter Jr. was named director and treasurer of Carter Publications, Inc. in 1946 (Norris, n.d.). By 1948 Carter Jr. was promoted to National advertising director of the *Star-Telegram*. Five years later, after the death of Amon Carter Sr., Amon Carter Jr. was named publisher.

During Carter Jr.'s tenure, WBAP-AM experienced notable shifts. Through the 1950s into 1965, WBAP was the number one rated station in the market. By the start of 1966, the ratings were on a decline and continued to dip through 1969. Then WBAP hired Bill Mack to play country music during the overnight hours and ratings began to improve.

The early 1970s would prove to be a time when Carter Jr. implemented the most change at WBAP. In 1970 Carter Jr. purchased the sole rights to 820 kHz from WFAA for \$3.5 million. That same year, Carter Jr. oversaw the format change of WBAP, transitioning from middle-of-the-road/country and western to full-service country. Within three years, Carter Jr. negotiated the sale of WBAP AM-FM to Capital Cities Broadcasting Corporation (Cap Cities).

In January 1973 WBAP and the *Fort Worth Star-Telegram* were sold to a New York firm, Cap Cities, for \$80 million ("Star-Telegram WBAP Sold To," 1973). The sale was not approved until 1974 ("Transition," 1974). At the time, Cap Cities owned Fairchild Publications, which published *Women's Wear Daily*, seven television stations, and six AM radio stations ("Star-Telegram WBAP Sold To," 1973). The FCC at the time allowed a company to own no more than seven AM stations ("Fort Worth media deal," 1973). WBAP AM-FM would be CapCities seventh AM station and sixth FM station. At the time Cap Cities owned WROW-AM-FM in Albany and WKBW-AM in Buffalo, New York; WPRO-AM-FM, Providence, Rhode Island; WPAT-AM-FM, Paterson, New Jersey; WJR-AM-FM, Detroit; and KPOL-AM-FM, Los Angeles. Cap Cities would change its name to Capital Cities/ABC, Inc. in 1985

after the purchase of American Broadcasting Co. Inc. for \$ 3.5 billion (Adams, 1985). From 1973 through the early 1990s, CapCities CEO Tom Murphy would oversee WBAP.

Tom Murphy was a graduate engineer from Cornell, a World War II veteran, and a Harvard MBA graduate (Tom Murphy, n.d.). He became CEO of the company in 1966 and oversaw the purchase of WBAP AM-FM in 1973. During Murphy's tenure, WBAP became heavily intertwined in sports programming, becoming the flagship stations for the Texas Rangers and Dallas Stars, along with initiating one of the first sports "talk" shows in the area (*Sports at 6*). In the late 1980s into the early 1990s, WBAP slowly began transitioning its format into news/talk. Although CapCities CEO, Tom Murphy, oversaw these changes, documentation shows that WBAP president and general manager John Hare was the man responsible for designing and implementing these changes in programming and format. Under Tom Murphy's leadership, WBAP changed studio locations. In 1994 WBAP moved from its studios in Fort Worth to Arlington. At the time of the move, WBAP had been in the city of Fort Worth for over 70 years.

On January 4, 1996, shareholders of the Walt Disney Company (Disney) and Capital Cities/ABC, owner of WBAP, agreed to merge. In the transaction, Disney acquired Capital Cities/ABC for \$19 billion in cash and stock (Hofmeister & Hall, 1995). Disney would later change the corporate name of Capital Cities/ABC to ABC Radio (Fabrikant, 1996). During this time, Disney was the number one television distributor and the nation's premier producer of movies (Hofmeister & Hall, 1995).

Disney's other interests included theme parks, a professional hockey team, 400 retail stores, and the creative rights to cartoon characters, such as Mickey Mouse, Snow White and Donald Duck (Hofmeister & Hall, 1995). The deal between Cap Cities/ABC and Disney was the second largest merger in U.S. history at the time, behind the \$25 billion acquisition of RJR Nabisco Inc. by Kohlberg Kravis Roberts & Company in 1989.

During the acquisition, the CEO of Disney was Michael Eisner. Eisner had been president and CEO of Paramount Pictures from 1976 to 1984 and while CEO of *Disney*, saw revenues increase from \$1.7 billion to \$25.4 billion ("Michael Eisner Biography," n.d.). Although WBAP was a financial and ratings success in DFW, it was now just one radio station under a giant broadcasting umbrella.

On February 6, 2006, the Walt Disney Company's radio assets and Citadel Broadcasting merged to form Citadel Communications ("Citadel Acquires ABC Radio," 2006). In the agreement, WBAP and twenty-one other radio stations were merged into Citadel's portfolio ("Citadel Acquires ABC Radio," 2006). With the transaction, Disney continued to own 52 percent of Citadel and received \$1.4 to \$1.65 billion in cash ("Citadel Acquires ABC Radio," 2006).

The chairman, and CEO of Citadel, was Farid Suleman. Prior to being named CEO of the company in March of 2002, Suleman was President and CEO of Infinity Broadcasting Corp ("Farid Suleman," n.d.). Infinity Broadcasting was one of the largest radio and outdoor advertising companies in the U.S. ("Farid Suleman," n.d.). In the time between Citadel's merger with Disney and WBAP being acquired

by Cumulus, few changes occurred in WBAP programming or format. The most notable change was the start of the WBAP FM simulcast on KPMZ 96.7 FM. The simulcast began on March 15, 2010. Documentation does not reveal whether Suleman had a role in the decision to simulcast WBAP.

In March of 2011, Cumulus Media Inc. announced the purchase of WBAP's parent company, Citadel Communications, for a reported \$2.4 billion (Thomson, 2011). Citadel had filed for bankruptcy in 2009 in the midst of the "Great Recession." According to Cumulus, the transaction would reduce corporate expenses and increase the number of radio stations owned to 572 (Thomson, 2011). The acquisition was ten times larger than Cumulus' market value of \$214.4 million (Thomson, 2011). Cumulus became the third-largest radio broadcaster in the U.S., following CC Media Holdings Inc. (now iHeart Media) and CBS (Thomson, 2011). As of August 2015, Cumulus owned approximately 460 stations and had 4,000 full-time employees ("Cumulus Media Inc.," n.d.).

Lew Dickey was the president and CEO of Cumulus from 2000 to 2015. Dickey co-founded the company in 1997 and in June 2000 became its CEO ("Cumulus Leadership," n.d.). Prior to Cumulus, in 1985 Dickey founded Stratford Research, a market research and strategy-consulting firm for the radio and television industry ("Cumulus Leadership," n.d.). Dickey has bachelor's and master's degrees in English Literature from Stanford University and an MBA from Harvard ("Cumulus Leadership," n.d.).

Under Dickey's leadership, WBAP relocated from its Arlington studios to its current location in downtown Dallas. No documentation was found to determine how influential Dickey is in the management or programming of WBAP. In the fall of 2015, Lew Dickey stepped down as the CEO and was replaced by Mary Berner.

In WBAP's history, the station has transitioned from a sole proprietorship and family-owned entity to becoming but one station among hundreds of stations at Cumulus. A radio station that began in one man's executive office at the Star-Telegram building in Fort Worth now occupies the fifth floor of Victory Plaza in Dallas. As facilities and ownership change so does the audience. Over the 90 plus years of WBAP's history, the audience and society have changed in the DFW area. Chapter Three will focus on WBAP's audience and society and examine the transformations over the station's history.

| Date(s) | Owner | Facilities |
|---------|--|---|
| 1922 | Carter Publishing, Inc. President: Amon G. Carter | Star-Telegram Building, Fort Worth, TX |
| 1933 | | Blackstone Hotel, Fort Worth, TX |
| 1940-41 | | Medical Arts Building, Fort Worth, TX |
| 1948 | | Broadcast Hill, Fort Worth, TX |
| 1973 | Cap Cities CEO: Tom Murphy | |
| 1994 | | Brookhollow Two Office Tower, Fort Worth, TX |
| 1996 | ABC Radio Parent Company: The | |

| | | |
|------|---|---------------------------|
| | Walt Disney Company CEO: Michael Eisner | |
| 2006 | Citadel Communications CEO: Farid Suleman | |
| 2011 | Cumulus CEO: Lew Dickey-Mary Berner(2015) | |
| 2012 | | Victory Plaza, Dallas, TX |

CHAPTER 4

SOCIETY, AUDIENCE, AND PROGRAMMING

Even though WBAP's terrestrial signal can be picked up from Canada to Honduras, historically, the majority of WBAP's audience comes from the four most populous counties in the Dallas-Fort Worth market: Collin, Dallas, Denton and Tarrant. Chapter III will examine each decade from 1920 to 2010 and identify how the demographics of the four counties have changed and what effect the change has had on WBAP's programming. (All percentages are approximations.)

1920-1930

Collin County is located 30 miles south of the Red River in northeastern Texas (Minor, n.d.). Comprised of 851 square miles, the entire county lies in the richest agricultural region of Texas, the Blackland Prairie (Minor, n.d.). At the time, the majority of the 6,001 farms produced corn, cotton, and wheat, with a combined estimated value of over \$84 million (Minor, n.d.). According to the U.S. census of 1920, the population of Collin County was 49,609, and the ethnicity was 92% native white and 7% black (U.S. Census, 1920). In Collin County, 33% of the populace were ages 7 to 20 and 49% were over age 21 (U.S. Census, 1920). Eighty-seven percent of county citizens lived in rural areas while 13% lived in urban areas (U.S. Census, 1920).

Dallas County is located in north-central Texas, east of Tarrant County and south of Denton and Collin counties (Maxwell, n.d.). The county is on 902 square miles of

the Blackland Prairie (Maxwell, n.d.). In the U.S. census of 1920 the population of Dallas County was 210,551; 80% white and 15% black (U.S. Census, 1920). At that time, Dallas County had a vigorous Hispanic population but until the 1960s, Hispanics were listed as white in the U.S. Census (Maxwell, n.d.), so no data is available. The population ranging in age from 7 to 20 was 26%, and 62% were over the age of 21 (U.S. Census, 1920). The county in 1920 had 25% of its people living in rural areas and 76% in urban (U.S. Census, 1920). With the greatest number of farms on record for Dallas County, 5,379; the largest crops were wheat and oats (Maxwell, n.d.). Primarily rural and agricultural, after 1920, farming became less important and manufacturing was growing with 492 manufacturers producing more than \$116 million in products (Maxwell, n.d.).

Denton County consists of 911 square miles in north central Texas, one county south of the Oklahoma border (Odom, n.d.). Denton County lies north of Dallas and Tarrant counties and west of Collin County. Denton County was not an important commercial or manufacturing center, but two large state- supported universities were present in 1920 (Odom, n.d.). The University of North Texas, established as Texas Normal College in 1890, and Texas Woman's University, established as Girls' Industrial College in 1903, would be very influential in the population growth and educational achievements of the Denton County citizens in years to follow (Odom, n.d.). The Elm Fork of the Trinity River flows through the east-central part of the county (Odom, n.d.). The land consists of black soil of the Grand Prairie and very rich black soil of the Blackland Prairie, and the area is good for growing general

crops and for livestock production (Odom, n.d.). Because of the county's railroads built in the 1880s, Denton County was a significant agricultural producer (Odom, n.d.). In 1920 eighty-nine percent of the land was in cultivation with 115,078 acres devoted to cotton (Odom, n.d.). The county was ranked as one of the highest in the state in regards to wheat production (Odom, n.d.). According to the 1920 Census, the population was 35,255 (U.S. Census, 1920). Thirty-four percent of the population were between the ages of 7 and 20, and 50% were 21 years of age or older (U.S. Census, 1920). The racial make-up of the county was 92% white and 7% black (U.S. Census, 1920). The population was 78% rural and 22% urban (U.S. Census, 1920).

Tarrant County is 898 square miles located in the north central part of Texas, and by 1920 oil refineries, that handled oil pumped in other parts of the state, dotted the landscape of Tarrant County (Hightower, n.d.). Several oil corporation headquarters were in the county (Hightower, n.d.). Several hospitals had been built; the Army Air Corps operated 3 airfields; and packing houses were doing a strong business in the county (Hightower, n.d.). The Trinity River is the county's main water source and runs through the county (Hightower, n.d.). According to the U.S. census of 1920, Tarrant County's total population was 152,800 (U.S. Census, 1920). The percentage of citizens, white and born in the U.S., was 82% (native white) (U.S. Census, 1920). The percentage black was 12% (U.S. Census, 1920). In terms of age, 26 % were between the ages of 7 and 20, and 61% were 21 years of age and older ((U.S. Census, 1920). Twenty-five percent of the people lived in rural areas while 75%

lived in urban settings (U.S. Census, 1920). In Tarrant County, the main line of work was agriculture (U.S. Census 1920). There were 3,300 farms with an estimated value of \$40 million (Hightower, n.d.). Cotton, corn and wheat were the principal crops (Hightower, n.d.). In the 1920s Tarrant County had in excess of 250 commercial establishments including bakers that produced large quantities of bread and other baking products (Hightower, n.d.). Over the decade Tarrant County's population would increase by 29%, but the stock market collapse of 1929 would slow down the growing economy (Hightower, n.d.).

1920s Programming

WBAP programming from 1922 through the 1950s was considered variety/music. In the station's first year on the air in 1922, WBAP was one of the first to provide market and livestock reports ("A Favorite in Texas," 1947). On May 2, 1922, the station started regularly remote broadcasting of livestock and grain reports. WBAP learned to speak wheat, rye, hogs, cattle and cotton on this first day. In those early days, WBAP was scouting around for programs that would be of interest and benefit its listeners. These commodities were a natural to the area, so they were tried out and proved to be successful ("Chronology of Milestones," n.d.). Programming began at 8:45 a.m. and continued until 11:00 p.m. ("Twenty Watt Station of," 1992). The program consisted of market reports, Texas road conditions, children's bedtime stories, health talks, special speakers, concerts of local and national artists and baseball returns ("Twenty Watt Station of," 1992). Early baseball games were broadcast by having one individual at the ballpark relay a

description of the action by phone to another individual at the station. The announcer would then take that description and relay it to the radio audience. Sound effects would often be used to make the listeners believe that what was heard was live from the ballpark. On January 4, 1923, WBAP established the basic format for country music variety show broadcasting with a “hayride” program that featured a fiddler, a square dance caller, and the Light Crust Doughboys. But WBAP also had its own “serious” studio orchestra (“Texas radio station sets,” 1923) In 1923 WBAP had its first rodeo broadcast (“A Favorite in Texas,” 1947) and in 1931 would broadcast the Texas Prison Rodeo from the state prison stadium in Huntsville. WBAP broadcast its first football game in 1928 (“Milestones of WBAP,” 1938). On January 27, 1925, the daily line-up was as follows:

10:00 a.m. – Opening Market quotations
11:00 a.m. – United States weather forecast. Livestock reports by Department of Agriculture leased wire. Cotton and grain quotations
12:00 p.m. to 2:30 p.m. Market Quotations
2:30 p.m. Close on the cotton and grain markets and the Fort Worth and Kansas City livestock markets by the Department of Agriculture leased wire.
4:00 p.m. - Special period “Port of Missing Men” and special Sheriff Association reports on missing men, stolen cars, etc.
7:30 to 8:30 p.m.- Musical program by performers from Bowie, Texas
9:30 to 10:45 p.m. – Males and mixed quartets from Ennis, Texas
 (“Station WBAP,” p 10)

In the 1920s the public depended on radio for entertainment, information, and education. The audience WBAP was targeting would likely be white, all ages, and residing in the rural parts of the metroplex. i.e. farmers and ranchers and their families. Farmers and ranchers were most likely interested in programming relating to their respective occupations. While that may have been WBAP’s target audience,

the actual audience in the early 1920s was most likely radio enthusiasts. These individuals would assemble crystal sets from inexpensive components and listen through headphones (MacLennan, 2013). More affordable tabletop models would not become available until the 1930s (MacLennan, 2013). Knowing who listened and at what times had also yet to have been determined. Programmers at the time were attempting to determine what type of programming was of interest to their small, but growing, audience.

1930-1940

During the 1920s, total population of the four-county area increased by 34%, even though the populations of Collin and Denton counties decreased by 7% to 46,180 and 32,822 respectively (U.S. Census, 1930). The population of Dallas County increased by 55% to 325,691; and Tarrant County's population rose to 197,553 an increase of 29% (U.S. Census, 1930). The ethnicity of the counties remained very close to the 1920 census report: Collin county, 90% white, 8% black; Dallas County, 80% white, 14% black; Denton County, 91% white, 6% black and Tarrant County 83% white, 12% black (U.S. Census, 1930). In the ages from 5 to 24, Collin County had 43%; Dallas County, 37%; Denton County 43%; and Tarrant County, 37% (U.S. Census, 1930). All counties showed an increase of approximately 10% from the previous census in the latter age group (U.S. Census, 1930). In the population ranging from 25 to 74 years of age, all counties had a slight decrease: Collin from 49% to 45%; Dallas, 62% to 54%; Denton, 50% to 46%; and Tarrant, 61% to 53% (U.S. Census, 1930). The number living in rural areas

declined throughout the four counties (U.S. Census, 1930). Collin County's rural population decreased by 3%: Dallas by 9%: Denton by 7% and Tarrant by 10% (U.S. Census, 1930). As a result, during the decade the urban population of each county rose (U.S. Census, 1930). In 1930 in Collin County, there were 6,069 farms compared to 6,001 farms at the beginning of the decade (Minor, n.d.). The value of the crops harvested was just over \$10 million (Minor, n.d.).

Change had begun in the 1920s for Dallas County. By 1930, the number of farms had declined by 10%; 5,379 to 4,830 (Maxwell, n.d.). Although agricultural production was decreasing, cattle raised for nondairy purposes increased (Maxwell, n.d.). Manufacturing also increased significantly (Maxwell, n.d.). The county had two airports (Maxwell, n.d.).

During the 1930s, the combined population of Collin, Dallas, Denton and Tarrant counties reached a total of 704,933; an increase of 17% (U.S. Census, 1940).

In 1940 the population of Collin County rose by 2% to 47,190; Dallas by 22% to 398,564; Denton by 3% to 33,658 and Tarrant by 14% to 225,521 (U.S. Census, 1940). The percentage of white and black in each county remained very close to the previous decade, and the population of those ages 5 to 24 had a slight decrease in percentage, while there was an increase of those that fell in the 25 to 74 age range (U.S. Census, 1940).

By 1940, 82% of Collin county residents and 67% of Denton County residents lived in a rural setting (U.S. Census, 1940). The number of farms declined from 6,069 in 1930 to 4,771 in 1940 as did the value of harvested crops, \$10 million to

\$6.5 million (Minor, n.d.). The most common occupations in the counties were farmers and farm managers, as 62% of the men in Collin County and 50% of the men in Denton County were involved in agriculture (U.S. Census, 1940). Working women in the two counties were in domestic service, 21% and 20% respectively (U.S. Census, 1940). In education, approximately 13% of citizens in Collin County had attained a high school diploma, including 2% with at least a bachelor's degree (U.S. Census, 1940). Denton County's educational statistics were higher with 23% completing high school, 4% with a minimum of a bachelor's degree (U.S. Census, 1940). (All educational statistics in Chapter III are for people over the age of 25.)

Dallas and Tarrant counties were approximately 80% urban (U.S. Census, 1940). The most common occupations were clerical, sales and kindred workers (U.S. Census, 1940). In Dallas County, the largest employers were construction, other retail trade, wholesale trade, finance, insurance, real estate, and agriculture (U.S. Census, 1940). The educational attainments were 30% high school in Dallas County compared to 20% in Tarrant County (U.S. Census, 1940). Those with at least a bachelor's degree were 5% and 4% respectively (U.S. Census, 1940).

In Dallas County, the number of farms continued to decline (Maxwell, n.d.). Manufacturing became increasingly more important from 1920 to 1947 when the county had 1,068 manufacturers (Maxwell, n.d.). World War II brought defense factories to the county (Maxwell, n.d.). These factories would supply jobs for the young people from rural areas (Maxwell, n.d.).

Although the market collapse was in 1929, it really had little effect on Tarrant County until 1932 (Hightower, n.d.). It is believed that the delayed economic impact was due to increasing construction in the area which left unemployment as 2.3% in 1930 (Hightower, n.d.). However, by November of 1932 the great depression had caught up with Tarrant County, and “Hooverilles” started appearing in the Benbrook area (Hightower, n.d.). “Hooverilles” were shack towns and homeless encampments during the depression named after United States President Herbert Hoover (Gregory, 2009). When examining Tarrant county employment, 49% of men were employed in retail trade, food and kindred products, construction, manufacturing, agriculture or wholesale trade (U.S. Census, 1940). Of the working women, 51% were employed in domestic service, professional and related services or other retail trade (U.S. Census, 1940). The beginning of World War II put an end to the depression as many residents served in the armed forces or worked in the factories devoted to war-related industries (Hightower, n.d.).

By the end of the 1930s, 47% of the four-county area was rural. The population had limited formal education. Only one in five had attained a high school diploma.

1930s Programming

WBAP programming in the 1930s continued to be variety/music. However, in 1934 WBAP was the first radio station in America to have regularly scheduled newscasts and to air remote broadcasts by shortwave radio (“A Favorite in Texas,” 1947). Two years later in December of 1936, WBAP would have one of the longest remote-control independent broadcasts in the history of the nation: the Santa Clara-

TCU Football Game direct from the stadium at San Francisco (“Milestones of WBAP,” 1938). By the early 1930s, radios were standard features in cars. People could now listen while traveling by car. The accessibility of the car radio to the general public would mark the beginning of sports becoming a major factor in radio programming

Examining the programming at WBAP in the 1930s, one can assume that the audience targeted was white, rural, blue-collar, and of all ages.

Homemakers were targeted during the day, as *Woman in White* was a popular program late in the decade (“WFAA-WBAP Serial Renewed,” 1939).

The 1930s was the decade when tabletop radios and more expensive floor models began to make way into kitchens, living rooms, parlors, and dining rooms all over the world (MacLennan, 2013). Broadcasters would start segmenting the day with programming for children after school, women during the day, and the entire family in the evening (MacLennan, 2013). According to Anne MacLennan (2013), as broadcasters increasingly adapted to the schedules of their listeners, the listeners learned about the various stations, followed the listings in the newspapers, and finally followed their favorite programs so avidly that the performers and announcers became “family friends” (MacLennan, 2013, p. 321-322). The separation between active listening, which requires all of one’s attention, and passive listening, which involves performing other tasks at the same time, tended to be divided based on technology, gender, and perhaps class (MacLennan, 2013). According to MacLennan (2013), women were most likely to listen to the radio as they worked.

Men and children, on the other hand, participated in active listening and were not performing another task, although some children may have listened while doing their homework (MacLennan, 2013).

1940-1950

During the 1940's, Collin county's population decreased by 12% to 41,692; Dallas county increased by 54% to 614,799; Denton county increased by 23% to 41,365; and Tarrant county increased by 60% to 361,253 (U.S. Census, 1950). The increase in population in Tarrant County would be the second largest percentage hike in Tarrant County's population in the 20th Century. The largest percent of increase in population was between 1900 and 1910, an increase of 107% (U.S. Census, 1910). According to the 1950 census, the white ethnic make-up ranged from 86% in Dallas to 94% in Denton County (U.S. Census, 1950). The black population ranged from 2% in Denton County to 6% in Dallas County (U.S. Census, 1950).

After a decline in the economy during the 30s and 40s, by the mid-50s the economy had recovered in Collin County (Minor, n.d.). Although the number of farms had declined to 3,166; the average amount per acre of farmland increased from \$58.91 to \$145.52 because of the scientific discoveries to improve farming practices (Minor, n.d.). In Collin County, 25% of the population were urban residents (U.S. Census, 1950). Thirty-eight percent were rural non-farm, and 37% were rural farm (U.S. Census, 1950). The median family income was \$1,720 (U.S. Census, 1950). The largest industries were agriculture, construction and manufacturing (U.S.

Census, 1950). The median school years completed was 6.3 (U.S. Census, 1950). Only 14% of all residents had graduated from high school, and of those, 3% had a post high school degree (U.S. Census, 1950). The most common occupations remained that of farmers and farm managers (U.S. Census, 1950).

In Dallas County, 90% were urban residents, 8% rural non-farm and 2% rural farm (U.S. Census, 1950). Dallas County had 3,519 farms (Maxwell, n.d.). The median family income was \$2,992 (U.S. Census, 1950). The largest industries were manufacturing, construction, and other retail trade (U.S. Census, 1950). The median school years completed was 7.6 (U.S. Census, 1950). Those with at least a high school education totaled 34% including 7% with post-graduate degrees (U.S. Census, 1950). The most common occupations remained the same as the previous census: clerical, sales, and kindred workers (U.S. Census, 1950).

In Denton County for the first time, urban residents outnumbered rural by 4% (U.S. Census, 1950). Fifty-two percent were urban residents, 23% were rural non-farm, and 25% rural farm (U.S. Census, 1950). The completion of Interstate 35 increased commuting (Odom, n.d.). The median family income was \$1,291 (U.S. Census, 1950). The largest industries were agriculture, construction, and manufacturing (U.S. Census, 1950). The most common occupations were farmers and farm managers, in addition to, operatives and kindred workers (U.S. Census, 1950). The median school years completed was 7.2 (U.S. Census, 1950). Twenty-four percent of the county had a high school diploma, and 7% had a post high school degree (U.S. Census, 1950).

In Tarrant County, the population was 89% white and only 5% black (U.S. Census, 1950). The majority of each population lived in an urban setting (90%) compared to those living in rural non-farm (8%) and rural farm (3%) areas (U.S. Census, 1950). The median Tarrant County income at the time was \$2,853, the second highest median family income of the four counties, behind Dallas County (U.S. Census, 1950). The three largest industries in the county were manufacturing, construction, and other retail trade (U.S. Census, 1950). The most common occupation for working women was clerical and kindred workers (U.S. Census, 1950). For men, common occupations were craftsmen and foreman followed by operatives and kindred workers (U.S. Census, 1950). In education, the median number of school years completed by the population of Tarrant County was 7.9 (U.S. Census, 1950), the highest of all four counties. Thirty-one percent of the populace had a high school diploma, and an additional 5% had graduated from college (U.S. Census, 1950).

1940s Programming

Programming remained variety/music during the 1940s. The demographics of the four-county area were similar to those of the 1930s. WBAP's target market became evident, as programming was geared heavily toward farmers. *Ted Talks Turkey, Fruit Express* and *Texas Farm & Home Program* were very popular programs. Women during this time period were becoming more engaged in radio. During the 1940s, in rural areas women spent more time listening to radio than men (Spaulding, 2005). Contrary to what many programmers of the time expected, these

women did not limit their listening to daytime programming. Studies revealed that women would leave the radio playing when prime-time programs and so-called men's programs were broadcasting (Spaulding, 2005). According to research by Spaulding (2005), women preferred news to soap operas and programs that focused on the homemaker.

World War II would also affect programming of that time by increasing the amount of news coverage presented by the station. At the start of World War II, WBAP became the first individual station to send a war reporter to Europe ("A Favorite in Texas," 1947).

A lineup of Monday-Friday programs in 1941 include:

6:15 a.m., Texas Farm and Home Program
8 a.m., Novelette
11 a.m. Hymns of All Churches
12:45 p.m., Your Crazy Program
1:15 p.m., Texas School of the Air
3:45 p.m., Young Widder Brown
5 p.m. Little Orphan Annie
(Dempsey, 2000)

The 1940s culminated with the creation of WBAP's first FM Station, WBAP-FM. The action would prove to be the beginning of the end of music being broadcast predominately over an AM signal.

1950-1960

During the 1950s, Collin County's population continued to decline to 41,247 (U.S. Census, 1960). Because of the mechanization of farming, the number of farms declined to 2,001 (Minor, n.d.). Historically, the percentage of the population who were farmers was at its highest (75%) in 1925. By 1960 only 38% of the

population was farmers (Minor, n.d.). Eighty-nine percent of the county was white and 11% black (U.S. Census, 1960). The median family income had more than doubled from the previous census to \$4,077 (U.S. Census, 1960). The main occupations for men were operative and kindred workers, and those for women were operatives and kindred workers and clerical (U.S. Census, 1960). The percent of citizens of the county with four or more years of college was 5% (U.S. Census, 1960). Due to the lack of business opportunities outside farming, the majority of those that left farming also left the county, resulting in the population decrease (Minor, n.d.).

During the 1950s, Dallas County's population increased by 55% to 951,727; 85% white and 14% black (U.S. Census, 1960). The median income increased from \$2,992 in 1950 to \$6,188 in 1960 (U.S. Census, 1960). The main occupations for men were craftsmen, foreman and kindred workers and for women, clerical and kindred workers (U.S. Census, 1960). Eleven percent of the population had completed at least four years of college (U.S. Census, 1960).

Through the 1950s, Denton County's population increased by 15% to 47,432 (U.S. Census, 1960). The ethnic make-up was 94% white and 6% black (U.S. Census, 1960). The median income increased to \$4,595, more than 3.5 times what it was at the start of the decade (U.S. Census, 1960). Occupations for men were craftsmen, foreman and kindred workers, and for women, clerical and kindred workers and service workers (U.S. Census, 1960). Denton County lead the other

counties with 12% of its population with four years or more of college (U.S. Census, 1960).

Phenomenal growth hit Tarrant County during the 1950s. The population grew 49% to 538,495 (U.S. Census, 1960). The majority of the growth was in its urban population (U.S. Census, 1960). The Tarrant county ethnic make-up was 89% white and 11% black (U.S. Census, 1960). Economic growth continued during the 1950s as the median family income in 1960 nearly doubled that of the previous decade, \$2,583 to \$5,697 (U.S. Census, 1960). The educational background of Tarrant County citizens included 9% who had completed four or more years of college (U.S. Census, 1960). When examining the county's workforce, the three largest occupations were craftsmen, foreman and kindred workers; operatives and kindred workers; followed by managers, officials and props., exc. farm (U.S. Census, 1960). The largest occupations for women were clerical and service workers (U.S. Census, 1960).

1950s Programming

By the 1950s, due to the cutbacks in national programming, WBAP was receiving fewer programs from national network NBC. This time period would mark the end of the "golden age" of radio. Radio stations in DFW and across the country were forced to include additional local programming, due to programming cutbacks. As television began to emerge in the 1950s, WBAP's format gradually changed from variety/music to middle-of-the-road/country and western music (Dempsey, 2010, p. 824). The change in programming most likely was due to TV becoming the

dominant medium in the United States and the changing demographics in the DFW area. In a poll taken in 1949, almost half of the people questioned believed that radio was doomed (Gallup, 1949). Shows that were once on the radio were now being produced for television, an example being *The Bob Hope Show* (Cox, 2009). Locally, three of the four county populations increased by more than 25%. Of these three, two of them increased by 50%. More people appeared to be moving to an urban setting. Therefore, there would no longer be the need for as much agriculture/livestock programming, which might have resulted in the format changing from variety/music to middle-of-the-road/country and western. Programming at the time appeared to target a white and rural demographic. *Dorothy & Dick* and the *Cedar Ridge Boys* were appealing to both men and women ("Impact Radio Rolls," 1955). *Dorothy & Dick* aired in the middle of the day from 1-1:30 p.m. ("Impact Radio Rolls," 1955).

1960-1970

During the 1960s, Collin County's population grew to 66,920; an increase of 62% (U.S. Census, 1970). Ninety-two percent were white and 7% black (U.S. Census, 1970). Urban residents outnumbered rural residents by 14% (U.S. Census, 1970). The most common occupations were professional, technical and kindred workers (U.S. Census, 1970). The largest industries in the county were manufacturing, construction, agriculture, forestry and fisheries (U.S. Census, 1970). The median income was \$9,615 (U.S. Census, 1970). A high school diploma was attained by

37% of the citizens of the county with 8% having graduated from college (U.S. Census, 1970).

For the first time, Dallas County's population exceeded one million (U.S. Census, 1970). The population at the end of the 1960s was 1,327,321; an increase of 39% (U.S. Census, 1970). The white population was 83%, and the black, 17% (U.S. Census, 1970). Only 1% of the county residents lived in a rural setting (U.S. Census, 1970). Forty-seven percent attained a high school diploma, and 12% had a post high school degree (U.S. Census, 1970). The most common occupations were clerical and kindred workers (U.S. Census, 1970). The largest industries were manufacturing, wholesale trade, insurance, real estate and other finance (U.S. Census, 1970). The median family income was \$10,680 (U.S. Census, 1970).

In Denton County during the 1960s, the population rose to 75,633; a 59% increase from the previous decade (U.S. Census, 1970). The white population was 93% and the black, 6% (U.S. Census, 1970). The urban population continued to rise to 65% (U.S. Census, 1970). Forty-four percent of the citizens held a high school diploma; 13% had graduated from college (U.S. Census, 1970). The median family income was \$9,138 (U.S. Census, 1970). The most common occupations were: clerical and kindred workers, followed by professional, technical and kindred workers (U.S. Census, 1970). The largest employers were manufacturing, elementary, secondary schools and colleges-government, and construction (U.S. Census, 1970).

By the end of the 1960s, Tarrant County's population had increased by 33% to 716,317 (U.S. Census, 1970). The county was 97% urban and was comprised of 88% white and 11% black (U.S. Census, 1970). The median family income was \$10,218 (U.S. Census, 1970). In education, 43% had a high school diploma, and 10% had a post high school degree (U.S. Census, 1970). The largest industries in the county were manufacturing, retail and wholesale trade (U.S. Census, 1970). The most common occupations were clerical and kindred workers, professional, technical and kindred workers, craftsmen, foreman and kindred workers (U.S. Census, 1970).

1960s Programming

In the early 1960s, WBAP and WFAA were broadcasting only eighteen hours a day, signing on at 6:00 a.m. and signing off at midnight. By the end of the 1960s, ratings were down, and programming was beginning to change at WBAP. In 1969 WBAP hired future legendary disc jockey Bill Mack to host a program which played country and western music on the 820 kHz frequency from midnight to 7:30 a.m. (Dempsey, 2000). The hiring of Bill Mack would mark the beginning of 24-hour programming at WBAP. Now WBAP's audience had been broadened to include those who were awake during the nighttime hours. Advertising would also be affected, as one could advertise products of interest to the nighttime listener. With an agricultural workforce dwindling and the area becoming more urban, at 80%, one can assume that tastes in programming began to change, as well. Agricultural programming was a major factor in the first 30 years of the station's existence and

now was being replaced by the music format of country and western. This was also a time when FM radio was becoming more popular due to its high-fidelity sound. Between 1960 and 1966, the number of U.S. homes with FM receivers grew from approximately 6.5 million to some 40 million (Douglas, 2004). According to Douglas (2004), “Both the high-fidelity market and the growing youth counterculture of the 1960s had similar goals for the FM spectrum. Both groups eschewed AM radio because of the predictable programming, poor sound quality, and over-commercialization.”

1970-1980

At the end of the 1970s, the population of the four-county area was 2,704,972 (U.S. Census, 1980). Collin County’s population was 144,576; an increase of over two times that of its population in 1970 (U.S. Census, 1980). Seventy-six percent of the citizens had attained a high school diploma, and 27% of those had at least a bachelor’s degree (U.S. Census, 1980). The county was 79% urban (U.S. Census, 1980). The ethnicity was 92% white and 4% black (U.S. Census, 1980). The median income was \$24,200 (U.S. Census, 1980). Although agriculture continued to be an important factor in the county’s economy, by the end of the 1970s, there was the introduction of light industry (Minor, n,d.). At the end of the decade, Collin County had 2,388 businesses (Minor, n,d.). Twenty-five percent of the population was employed in manufacturing, 32% in wholesale and retail trade and 59% worked outside the county (Minor, n,d.). Most common occupations were administrative

support and executive, administrative and managerial occupations (U.S. Census, 1980).

Dallas County population, during the 1970s, increased to 1,556,390; a 17% increase over the previous decade (U.S. Census, 1980). The ethnicity of the county was 70% white, 18% black and 10% Hispanic (U.S. Census, 1980). The most common occupations were administrative support occupations, including clerical (U.S. Census, 1980). By the end of the 1970s, 99% of the residents in the county lived in an urban setting (U.S. Census, 1980). Seventy-one percent had obtained at least a high school diploma, and 22% had a college degree (U.S. Census, 1980). The median income was \$18,571 (U.S. Census, 1980). There were 3,616 manufacturing facilities, triple the amount since 1947 (Maxwell, n.d.).

With a population of 143,126 in 1980, Denton County had experienced tremendous growth over the 1970s, an 89% increase from the previous census (U.S. Census, 1980). The county was 90% white, 4% black and 4% Hispanic (U.S. Census, 1980). Seventy-seven percent of Denton County residents had a high school diploma, and 26% also had a bachelor's degree (U.S. Census, 1980). Only 22% of the county's inhabitants lived in a rural setting (U.S. Census, 1980). In 1983 large horse ranches were scattered across the county (Odom, n.d.). The most common occupations were in administrative support, including clerical (U.S. Census, 1980). The median family income was \$20,862 (U.S. Census, 1980).

Over the 1970s, Tarrant County's population reached a total of 860,990; an increase of 20% during the decade (U.S. Census, 1980). The ethnic composition of

the county was 83% white and 12% black (U.S. Census, 1980). The urban population was 97% (U.S. Census, 1980). The largest occupations for men were technical, sales, administrative support, managerial and professional specialty occupations and administrative support, including clerical (U.S. Census, 1980). In 1972 business establishments numbered 1,264 (Hightower, n.d.). The majority of working women were in technical, sales and administrative support (U.S. Census, 1980). The median family income was \$18,642 (U.S. Census, 1980). Seventy percent of the residents in the county had attained at least a high school diploma, and 18% also had a college degree (U.S. Census, 1980).

1970s Programming

In the summer of 1970, WBAP switched formats from middle-of-the-road/country and western to full-service country. In full-service country, music is the main entertainment factor, and the station carries the country image; but news, weather and public service programs, which involve the listener, are important contributions to the format. WBAP had experimented with a country format periodically since the station was established in 1922 and in 1969 began airing country music during the overnight hours with DJ Bill Mack. WBAP's change to a specific format is in line with that of many other stations at that time. According to Douglas (2004), by the end of the 1970s, the majority of radio stations were introducing specific formats, and the radio programming that people were familiar with in the 1960s was being scrapped.

In 1972 WBAP had the largest listening audience of any country music station in the world ("WBAP 820 Radio's Road," 1972). In the mid-1970s, WBAP became the flagship radio station of the Texas Rangers, a professional baseball team. Although WBAP officially switched formats, much of the former programming remained. A farming program, *WBAP Farm Show*, aired from 6-9 a.m., Monday-Friday ("Station Profiles," 1976). News continued to be an important part of programming and, as stated earlier, is a major factor in full-service country.

Full-service country, typically, appeals to white men and women in rural areas. The fact, that WBAP was just a couple decades outside of being a heavily agricultural area, could explain the format's success in the 1970s. The change in format was most likely due to the drastically changing demographics of the area. Eighty-eight percent of the area was urban. The agriculture/livestock programs of the past were probably not as relevant to the majority of the listeners. The educational level of the residents was rising. Seventy-three percent of the area had obtained at least a high school diploma. With a more educated following, perhaps the interest in news and sporting events would be greater appreciated. The median family income had more than doubled over the past decade. Country music was becoming a more popular format. Since WBAP had been a middle-of-the-road/country and western station, the decision to go full country was an obvious change.

1980-1990

During the 1980s, Collin County's population increased by 83% to 264,036 (U.S. Census, 1990). Eighty-seven percent of the county residents held a high school diploma, and 39% had a bachelor's degree (U.S. Census, 1990). The make-up of the county was approximately 89% white, 4% black and 6% Hispanic (U.S. Census, 1990). Eighty-four percent of those living in the county resided in urban communities (U.S. Census, 1990). The median family income was the highest of all four counties at \$52,987 (U.S. Census, 1990). The majority of the residents were in executive, administrative and managerial occupations (U.S. Census, 1990).

By the end of the 1980s, the population of Dallas County was 1,852,810; an increase of 19% since the last census (U.S. Census, 1990). Sixty-seven percent of the residents were white; 19%, black and 17% Hispanic (U.S. Census, 1990). The rural population was reduced to less than one-half of a percent (U.S. Census, 1990). The number of farms in the county had declined from 3,519 in 1950 to 927 in 1987 (Maxwell, n.d.). By 1989 jobs in the service industry, primarily hotels, employed 314,777; followed by jobs in retail trade and manufacturing (Maxwell, n.d.). However, by the end of the 1980s, construction had fallen 33%, and manufacturing had declined (Maxwell, n.d.). The most common occupations were in administrative support, including clerical (U.S. Census, 1990). In educational attainment, 75% had received a high school diploma, which included 26% with a college degree (U.S. Census, 1990). The median family income was \$36,982 (U.S. Census, 1990).

During the 1980s, Denton County's population increased by 91% to 273,525 (U.S. Census, 1990). About 88% of the county was white (U.S. Census, 1990). For the first time, the percentage of Hispanic residents (7%) was more than the black residents (5%) (U.S. Census, 1990). Eighty-four percent of the population was urban, and most worked in an administrative support occupation ((U.S. Census, 1990). Thirty-two percent held a college degree (U.S. Census, 1990). The median family income was \$44,945; the second highest of the four county area (U.S. Census, 1990).

By the end of the 1980s, Tarrant County surpassed one million with a population of 1,170,103; an increase of 36% (U.S. Census, 1990). The total population of the four counties was over 3.5 million (U.S. Census, 1990). Tarrant County was 99% urban, and 79% of the citizens had a high school diploma (U.S. Census, 1990). Twenty-four percent had a college degree (U.S. Census, 1990). The median family income was \$38,279 (U.S. Census, 1990). The ethnicity of the county was 78% white (U.S. Census, 1990). The percentage of the black and Hispanic populations was approximately the same at 12% (U.S. Census, 1990). The economy was very diverse with a strong agricultural base and more than 1,000 factories (Hightower, n.d.).

1980s Programming

Programming at WBAP remained full-service country during the 1980s. True to its current format, the station broadcast country music, in addition to news, weather, and public service programs. WBAP would become the flagship station for

the Dallas Mavericks in 1980. In 1981 WBAP hired a future Texas Radio Hall of Fame broadcaster, Hal Jay, and traffic reporter, Dick Siegel. The *Hal and Dick* show proved to be very successful throughout the 1980s. Later in the decade, WBAP would add “sports talk” programming. A 90-minute program, *Sports at 6*, went on the air in 1986. In 1988 WBAP’s president and general manager, John Hare, began to modify WBAP’s weekday programming by including a one-hour news block, *Hello Texas*, from noon to 1 p.m. (Baldwin, 1993). The action was taken to compete with Dallas’ news station KRLD (Baldwin, 1993).

The demographics of the area continued to transform. The urban population was at 92%. One in four adults held a college degree, and the average median family income more than doubled from the previous decade. The introduction of *Sports at 6* and *Hello Texas* marked the beginning of a five-year transition from full-service country to news/talk. The addition of new talk shows was most likely the result of three important factors. The first was that “sports talk” was becoming more popular around the country. The second was the fact that music on AM was becoming less desirable because the audio quality could not compare to that of FM. The third was because of the repeal of the fairness doctrine in 1987. With the fairness doctrine repealed, stations no longer had an obligation to offer equal representation to different viewpoints, nor was each station required to cover local issues and provide news coverage for that area (Adams, n.d.). Conservative talk, therefore, would not have to be followed by a liberal counterpoint. This would pave the way for titans of conservative talk radio, such as Rush Limbaugh and Sean Hannity. According to

Stroffolino (2011), “The rise of AM-talk radio in the 1980s grew largely out of consumer dissatisfaction with the loss of dialogue they felt with music radio, as it moved from AM to FM.” Talk radio and the practice of taking “callers” allowed listeners to interact with the hosts, something that was not as common in music formats.

Another consideration for WBAPs change is the fact that sister station, KSCS, was already broadcasting country music on the audio superior FM band.

1990-2000

As the millennium closed, the median family income in Collin County was \$70,835; the highest of the four counties (U.S. Census, 2000). The most common occupations were professional and related occupations (U.S. Census, 2000). Ninety-two percent of adults had achieved a minimum of a high school diploma; 47% of the 92% had a college degree (U.S. Census, 2000). The population neared a half million at 491,675; an increase over the previous decade of 86% (U.S. Census, 2000). Only 10% resided in rural settings (U.S. Census, 2000). Collin County was 76% white, 5% black and 10% Hispanic (U.S. Census, 2000).

Dallas County was over 2 million by the end of the 1990s (U.S. Census, 2000). After an increase of 20% from the last census, the population was 2,218,899 (U.S. Census, 2000). For the first time in census history, white residents numbered less than 50% (U.S. Census, 2000). The white population was 44% (U.S. Census, 2000). The Hispanic population had grown to 30%, and the black population remained at 20% (U.S. Census, 2000). Twenty-seven percent of educated adults

had a college degree, and 75% had achieved the minimum of a high school diploma (U.S. Census, 2000). In 2002, 730 farms and ranches remained in Dallas County (Maxwell, n.d.). Though not significant, the number of rural county residents did show a slight increase from 1990 to 2000, but the urban population remained at 99% (U.S. Census, 2000). The median family income was \$43,324 (U.S. Census, 2000). The most common occupations of county residents were professional and related occupations followed by office and administration support (U.S. Census, 2000).

In Denton County, the median family income was \$58,216 (U.S. Census, 2000). The urban population was at 88% (U.S. Census, 2000). Of the 432,976 residents, an increase of 58% from the previous census, the Hispanic population doubled the black population at 12% and 6% respectively (U.S. Census, 2000). The white population dropped to 76% (U.S. Census, 2000). The chief agricultural products were horses, eggs, nursery plants, turf and cattle (Odom, n.d.). The primary jobs were in electronics and light industry, horse-raising, and truck and missile manufacturing (Odom, n.d.). A high school diploma had been attained by 89% of the county citizens (U.S. Census, 2000). Thirty-seven percent had a college degree (U.S. Census, 2000). The most common occupations were professional and related occupations (U.S. Census, 2000).

The Hispanic population in Tarrant County was 7% more than the black population by the end of the 20th Century (U.S. Census, 2000). The Hispanic population was 20% of the county (U.S. Census, 2000). The white population was 61% (U.S. Census, 2000). The total population was nearing 1.5 million (1,446,219)

(U.S. Census, 2000). The rural population had a slight increase from 1% to 2% during the previous decade (U.S. Census, 2000). In 2002 there were 1,227 farms and ranches in Tarrant County (Hightower, n.d.). Concerning education, 81% had a high school diploma, and 27% had a college degree (U.S. Census, 2000). The most common occupations for the female worker were office and administrative support and professional and related occupations (U.S. Census, 2000). For the male worker, the most common occupations were professional and related occupations, followed closely by management and business and financial operations occupations (U.S. Census, 2000). The median family income had reached \$46,179 (U.S. Census, 2000).

The demographics of the DFW area continued to change in the 1990s. The urban population was at 94%. Twenty-seven percent of the residents had attained the minimum of a bachelor's degree. The yearly median family income was \$55,000.

1990s Programming

In 1991 WBAP was a blend of Top 40 country music, sports talk, and news from local, national, and international sources (Parish Perkins, 1991). In addition to music, news, and sports, WBAP's programming included farm and ranch reports, commentaries by Alex Burton and Paul Harvey, and weather updates (Parish Perkins, 1991). Near the end of 1992, WBAP added Rush Limbaugh. Morning co-host Hal Jay was weary of changing formats to news/talk. To ease the transition for the *Hal and Dick* show, Tyler Cox initiated a four-month plan. In the first month, no music would be played in the fourth quarter-hour of each hour. The next month, Cox

removed music from the second-quarter hour. In month three, music from the third quarter-hour was purged, so that by month four, music had been eliminated from the *Hal and Dick* show. During the four-month period, not one listener was lost (T. Cox, personal communication, 2015). In 1993 WBAP had officially changed programming to news/talk. By 1994 the weekday line-up consisted of conservative pundit Mark Davis (Conservative talk), Hal Jay and Dick Siegel (Talk), Rush Limbaugh (Conservative talk), and Randy Galloway (Sports). In a news/talk format, the audience, that is attracted historically, is white men, aged 25-54. Examining this group further, Bunker & Bryson (2015) found that the news/talk format tends to be the interest of the more masculine man, compared to the androgynous or feminine man. This audience is well sought after due to its purchasing power and the fact that it's one of the most difficult demographics to reach. Zimmerman (1991) describes the 25-55 age group as the 'money demographic'. DFW, being one of the largest and most industrially developed markets in the country, lent such a format an opportunity to be successful. The greatest factor in WBAP's switch to news/talk most likely was due to the fact that music formatted AM was beginning to struggle nationally. The decision to omit music might seem like a good idea because WBAP was an AM station. Fortunately for WBAP, country music listeners' tastes blend well with a talk format. Historically, the characteristics of the country music listener are white, rural, and conservative, similar to that of the conservative talk radio format. During the switch, WBAP did not lose listeners probably because they had already begun to add talk programs in the 1980s, like *Hello Texas* and *Sports at 6*. As a

result, the listener would not be too alarmed to hear a talk program on what had previously been a country music station.

2000-2010

From 2000 to 2010, Collin County's population reached 782,341; an increase of 59% (U.S. Census, 2010). The ethnicity of the county was 74% white, 9% black and 15% Hispanic (U.S. Census, 2010). Ninety-five percent lived in urban communities (U.S. Census, 2010). The median family income, \$89,028, continued to be the highest in the four-county area (U.S. Census, 2010). The most common occupation was management (U.S. Census, 2010). The educational achievement of the citizens was also the highest in the Dallas-Ft. Worth area (U.S. Census, 2010). Only 10% of the adult population had not completed high school (U.S. Census, 2010). Adults with at least a bachelor's degree were 48% (U.S. Census, 2010).

Dallas County population slightly grew over the decade to 2,368,139; an increase of just 7% (U.S. Census, 2010). This was the first time since 1920 that the population increase was less than 10% (U.S. Census, 2010). The ethnicity of the county was 54% white, 22% black and 38% Hispanic (U.S. Census, 2010). The median family income was \$49,062 (U.S. Census, 2010). Dallas County was a hub for national telecommunications and transportation networks in the early twenty-first century (Maxwell, n.d.). Data processing and electronics firms were an important part of the economy (Maxwell, n.d.). The most common occupations of the county's citizens were in the field of office and administrative support (U.S. Census, 2010). Ninety-nine percent lived in urban communities (U.S. Census, 2010). Those

attaining a high school diploma were 68%, and 28% also had a college degree (U.S. Census, 2010).

The population of Denton County was 662,614; a 53% increase from 2000 to 2010 (U.S. Census, 2010). In 2002, there were 2,358 farms and ranches (Odom, n.d.). Eighty-eight percent of the county had a high school diploma, and 40% had graduated from college (U.S. Census, 2010). The median family income was \$84,662 (U.S. Census, 2010). The high school educational attainment and the median family income were a close second to Collin County (U.S. Census, 2010). With 93% of the population living in urban communities, the most common occupations were in office and administrative support, sales and management (U.S. Census, 2010). The ethnicity of the county was 75% white, 8% black and 18% Hispanic (U.S. Census, 2010).

In 2010 Tarrant County was 67% white, 15% black and 27% Hispanic (U.S. Census, 2010). The population of the county had risen by 25% to 1,809,034 (U.S. Census, 2010). The county was 99% urban (U.S. Census, 2010). The most common occupations for women were office and administrative support (U.S. Census, 2010). Management, sales, and related occupations were the most common occupations for men (U.S. Census, 2010). The median family income was \$61,719 (U.S. Census, 2010). Twenty-seven percent of the adult population had a college degree, and 78% had graduated from high school (U.S. Census, 2010).

At the time, the area was 97% urban with an average yearly median family income of over \$71,000. The educational level of the citizens also continued to rise. Twenty-nine percent of the county residents held a college degree.

Programming 2000s

Programming during the decade remained near the same as the 1990s, excluding *Sports at 6*. Full-time sports stations had become more popular during the 2000s, and WBAP decided to focus squarely on news/talk. As stated earlier, a news/talk format typically attracts a well sought after audience of white men, aged 25-54. The demographic makeup of the metroplex would lend such a format (news/talk) to be successful. A lineup for “News Talk 820” in 2007 was:

- 5 a.m. Morning news with Hal Jay, Amy Chodroff and Steve Lamb
- 8 a.m. Mark Davis joins Mr. Jay for an hour of talk with traffic and news updates
- 9 a.m. Mark Davis show
- 10:45 a.m. Paul Harvey
- 11 a.m. Rush Limbaugh
- 2 p.m. Sean Hannity
- 5 p.m. Mark Levin
- 7 p.m. Jerry Doyle
- 10 p.m. Gregg Knapp
- Midnight: Trucking with Eric Harley, Gary McNamara (“WBAP revises schedule,” 2007, E4)

The format in 2000-2010 is very similar to the format heard today. The AM frequency, in general, has become the go-to frequency for news/talk programming. The change to strictly news/talk, without sports, was probably due to the fact that full-time sports stations had emerged in the metroplex starting in the 1990s.

Although the format of WBAP changed little during the decade, the 2000s is the decade in which many radio stations began to stream content online. Online radio

station first began to arise in the 1990s, and the first radio program to be broadcasted online was in 1993 (“A History Lesson,” 2010). The program was a talk show on the subject of computers and the Internet (“A History Lesson,” 2010).

Along with Internet radio, there was the emergence of satellite radio in 2001 (Feibus, 2011). This, along with Internet radio would be a challenge to terrestrial signals, like WBAP, due to the fact that both Internet radio and satellite radio have limited commercials. Internet radio also provides the highest possible sound quality, since there is no static or frequency loss (Feibus, 2011). WBAP would eventually adopt the Internet as a medium to simulcast their product, but an exact date could not be determined in this study.

How the Audience Affected Programming

In the 1920s, 1930s, and 1940s, WBAP’s audience was predominately white and rural. Farmers, ranchers and their families depended on radio for entertainment, information, and education. To meet the needs of these individuals, programming focused on livestock and grain reports, sporting events, and local musical performances for the enjoyment of the entire family.

The 1930s was the era of the depression. Audiences depended on radio to uplift them during this economic crisis (Adams, n.d.). Programming consisted of variety, comedy, soap operas, serious drama, live music, and quiz shows (Adams, n.d.). For programming purposes, homemakers were being targeted during the day; children were targeted after school; and the entire family was targeted in the evening.

In the 1940s, due to World War II, the audience was hungry for news from the war, and radio became the voice of the war efforts (Adams, n.d.). Women were spending more time listening to radio and, surprisingly to some, preferred news to soap operas or programs associated with the homemaker. Audiences were demanding additional programming than that of the variety/music format of the past three decades.

As television began to emerge in the 1950s, much of the previous variety/music programming on radio was now available on television. The population of the WBAP listening area was increasing, and many appeared to be moving to an urban setting. Teens were noticed playing the same song over and over on the jukebox, so why not do the same in radio (Adams, n.d.). With the growing popularity of country music across the nation, to meet the needs of the changing audience, WBAP began to transition to a middle-of-the-road /country and western music format.

In the 1960s music programming was being targeted to specific age groups based on demographic research showing which group had money to spend, a reference to the newly affluent middle class (Adams, n.d.). With an agricultural workforce dwindling and the urban population increasing, the programming in the past was not meeting the needs of the majority of the listeners. The music format of country and western was popular and more specialized than the old format of middle-of-the-road/country and western.

In the summer of 1970, WBAP switched formats from middle-of-the-road/country and western to full-service country. Eighty-eight percent of the area

was urban, and the educational level of the listeners was rising. The station continued to carry the country image, as country music was the main entertainment factor, but also included news, weather, and public service programs. However, to keep its rural listeners, now at only 30%, WBAP continued much of its former programming which typically appealed to white men and women in rural areas. During this decade, the majority of stations began to play specific formats (Douglas, 2004.)

Programming remained full-service country during the 1980s. With the audience interest in the Texas Rangers baseball team and the Dallas Mavericks basketball team, the addition of a sports talk program was needed. News was of great importance to the audience, so a one-hour news block was added to the daily programming. The urban population was at 88% and 23% percent of adults over the age of 25 had a college education. The era of Niche Programming and formats had begun, and now there was a format for almost every narrow interest group (Adams, n.d). For an AM station to succeed at this time, the station had to be above average, tenacious, and persistent (Adams, n.d.).

Since the music format on AM was beginning to struggle due to the superior sound quality on FM, music was becoming less popular to the AM listener. In 1993, WBAP transitioned from a blend of country music, sports talk, and news to news/talk. The DFW area was 92% urban with a total four-county population of over 3.5 million. Thirty percent of those over the age of 25 had a college degree, and the average median family income was over \$43,000. All of these factors contributed to

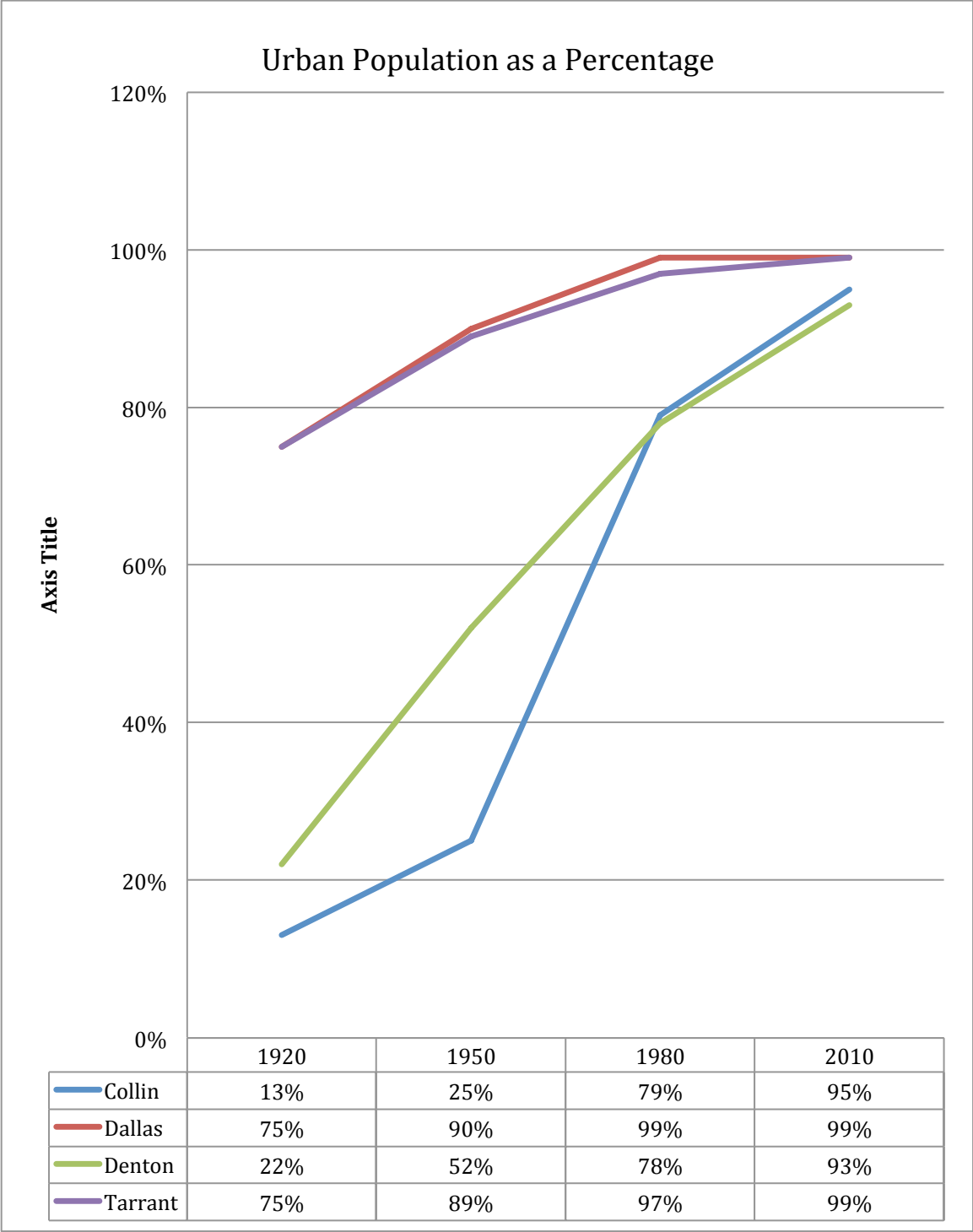
the news/talk format. Research by *Talkers* magazine hinted that the country music audience closely identified with the news/talk radio's conservative flavor (*Talkers*, n.d.). Therefore, the switch from full-service country to news/talk was an easy transition. The 1990s are referred to as talk radio's decade, and many AM stations were revived due to talk radio (Adams, n.d.).

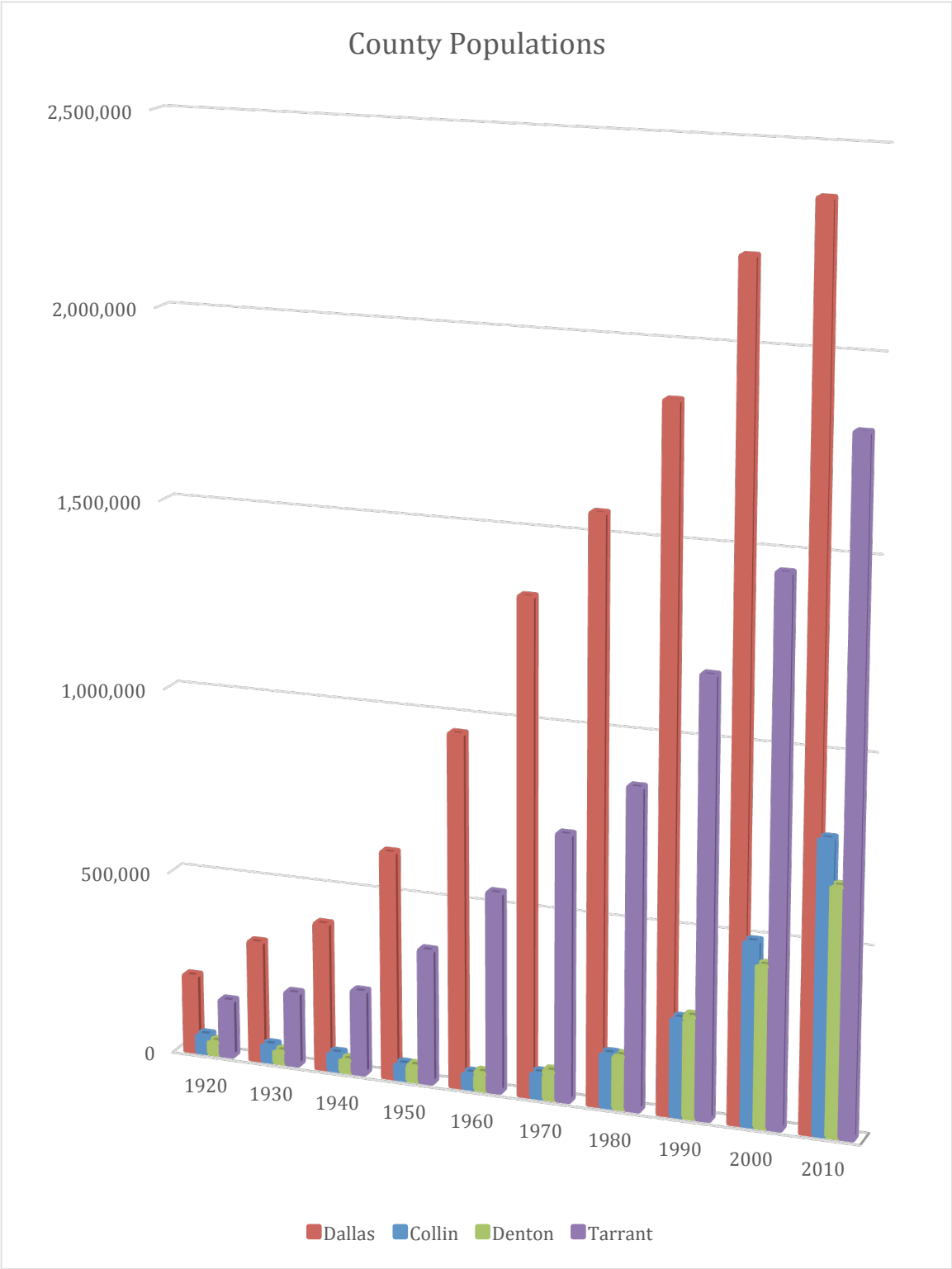
Programming during the 2000s remained near the same as the 1990s. The only exception was the deletion of the sports talk program. Full sports stations had become more popular in recent times, and WBAP decided to focus squarely on news/talk. Due to WBAP'S current audience, the news/talk format continues to be a success for WBAP to this day.

Significant changes occurred in WBAP's four county listening area from the 1920s to the 2010 census. The total population rose from less than .5 million to over 5.5 million. Residents obtaining a college degree were less than 4% in 1920. By 2010 over 35% of the area had obtained a minimum of a bachelor's degree. The average yearly income rose from \$2,214 to \$71,117. Although all were significant changes, possibly the largest factor affecting WBAP's programming was the shift in the metroplex population from predominantly rural, in the early to mid-twentieth century, to predominately urban in the years to follow.

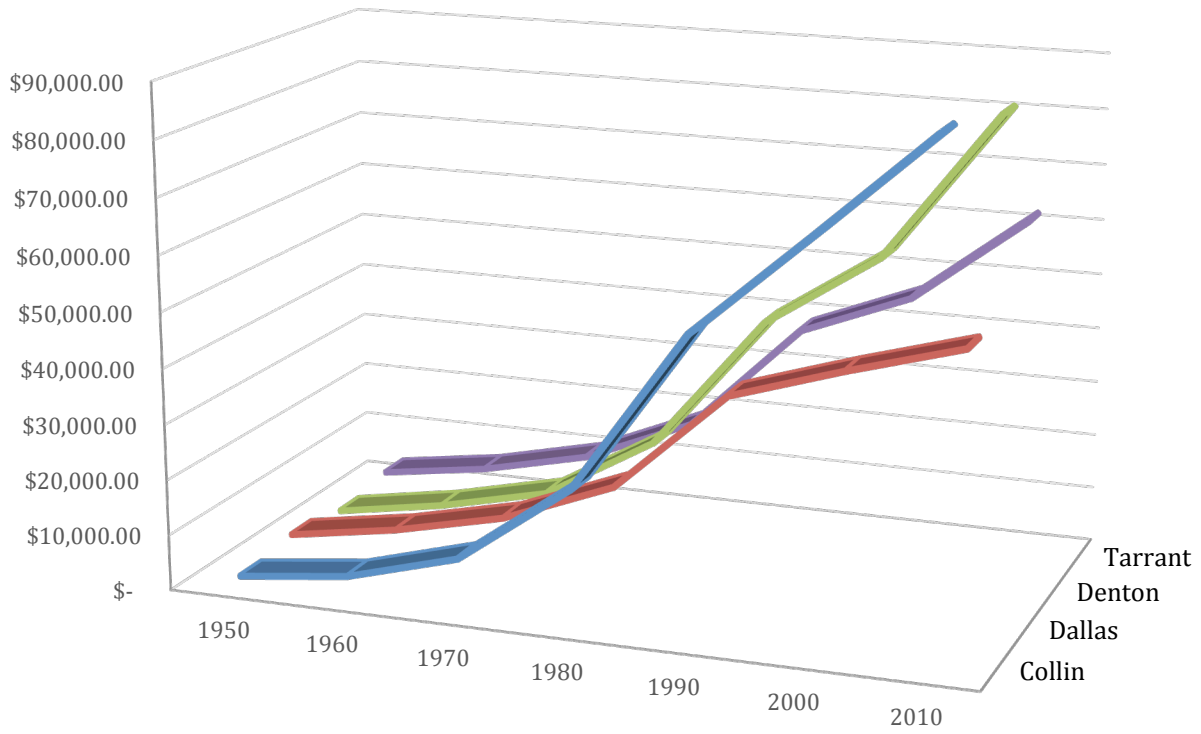
In the 1920s Collin County was 13% urban, and Denton County was 22%. The urban population of Dallas and Tarrant counties was at 75%. According to the 2010 census, Collin County was 95% urban. Denton County had risen to 93%. Dallas and Tarrant counties were over 99%. Programming that had appealed to the rural

listener was no longer of importance to the urban listener. Livestock and agricultural reports would not be relevant to an urban society. Radio programs that entertained the entire family in earlier days were losing their audiences, as other forms of entertainment were becoming readily available to the urban population. WBAP would have to adjust programming to satisfy the urban audience. The programming question for WBAP would then become: How does one switch programming without losing its current audience? And how could programmers program to fit the masses? According to Ahlkvist (2001), “programmers must compromise their personal preferences in order to satisfy the less sophisticated taste of the majority of the station’s listeners.” Ahlkvist (2001) continues by saying that programmers “should not try to educate listeners”. In the twenty-first century, with listeners able to stream audio and video content anywhere they can get an internet signal, the listener is now capable of belonging to different types of audiences-regional, national, and international, in a variety of media that provide content on-demand (Savage & Weiler, 2013). The question for programmers now, is how do you (if at all) change programming to address the fact that your content can be accessed from any part of the world? This is an important question because according to Barber (2010) the primary goal of any commercial radio station is to appeal to the widest possible audiences and achieve maximum exposure for advertising messages.



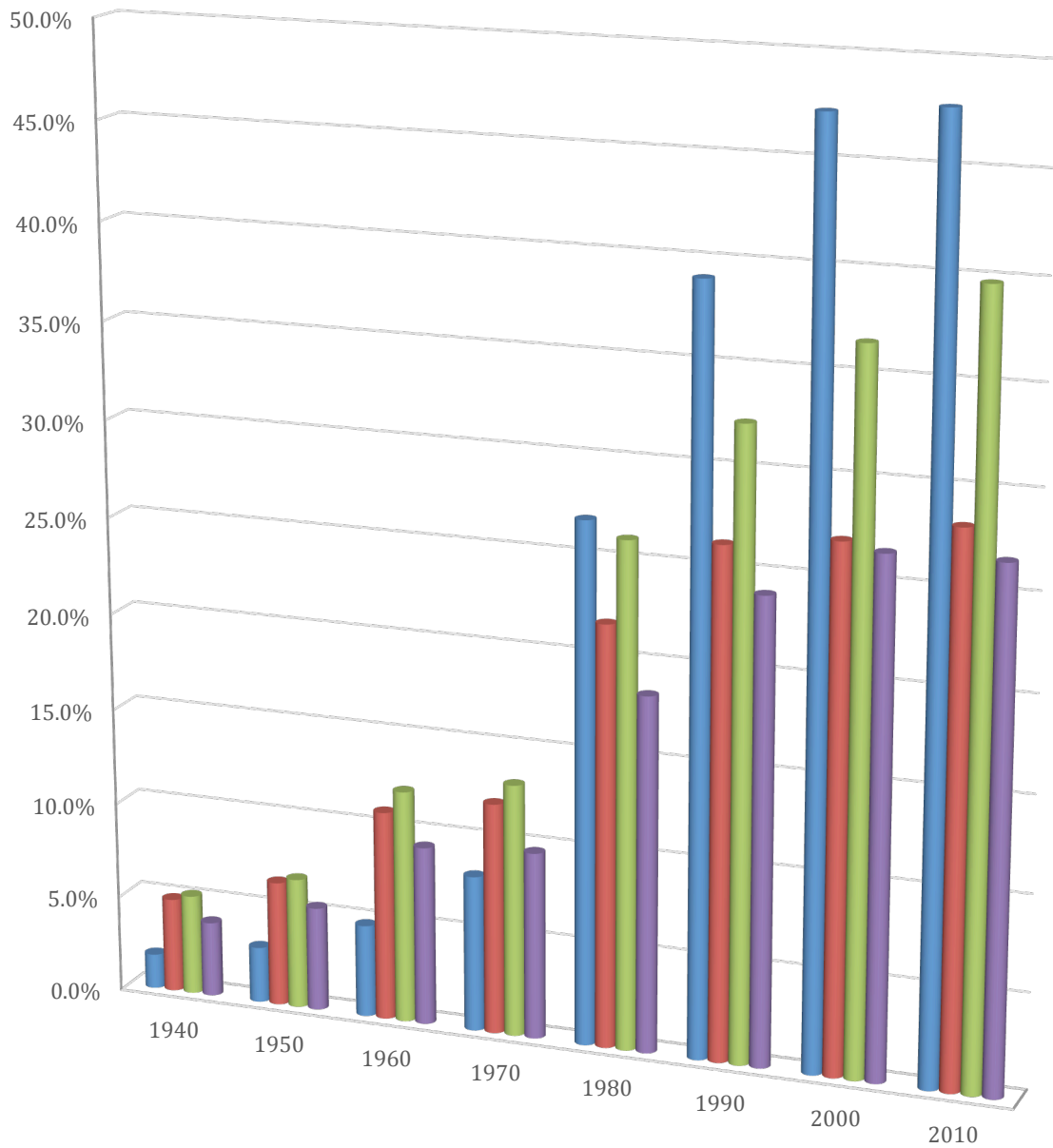


Median Family Income (in dollars)



| | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |
|---------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| Collin | \$1,720.00 | \$4,077.00 | \$9,615.00 | \$24,200.00 | \$52,987.00 | \$70,835.00 | \$89,028.00 |
| Dallas | \$2,992.00 | \$6,188.00 | \$10,680.00 | \$18,571.00 | \$36,982.00 | \$43,324.00 | \$49,062.00 |
| Denton | \$1,291.00 | \$4,595.00 | \$9,138.00 | \$20,862.00 | \$44,945.00 | \$58,216.00 | \$84,662.00 |
| Tarrant | \$2,853.00 | \$5,697.00 | \$10,218.00 | \$18,642.00 | \$38,279.00 | \$46,179.00 | \$61,719.00 |

Percentage of College Graduates



| | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |
|---------|-------|-------|--------|--------|--------|--------|--------|--------|
| Collin | 1.8% | 2.9% | 4.8% | 8.1% | 26.9% | 39.1% | 47.3% | 47.8% |
| Dallas | 4.90% | 6.50% | 10.90% | 12.00% | 21.80% | 26.30% | 27.00% | 28.20% |
| Denton | 5.20% | 6.80% | 12.10% | 13.10% | 26.10% | 32.30% | 36.60% | 39.80% |
| Tarrant | 3.90% | 5.40% | 9.30% | 9.70% | 18.40% | 24.00% | 26.60% | 26.70% |

CHAPTER 5

SUMMARY

Results of the Study

In over 90 years of broadcasting, to adapt to the changing audience, WBAP has changed formats four times. From 1922 through the 1950s, WBAP's format was variety/music. Starting in the 1950s to the summer of 1970, WBAP's format was middle-of-the-road/country and western. From 1970 to 1993, WBAP was full-service county, and from 1993 to present, the station's format has been news/talk.

Early programming in the 1920s began at 8:45 a.m. and continued until 11:00 p.m. To meet the needs of the rural audience, listeners heard programming which consisted of grain and livestock market reports, road conditions, health talks, bedtime stories for children, concerts, and baseball returns. In the 1930s, programming began to be segmented toward specific listeners. Programming existed for women during the day, for children after school, and for the entire family in the evenings.

During the 1940s, programming remained variety/music but was heavily geared toward an agricultural community. Popular programs of the time included *Ted Talks Turkey*, *Fruit Express*, and *Texas Farm & Home*. News programs would become more prevalent during this time due to the United States' entrance into WWII in 1941.

In the 1950s, television was becoming the dominant medium, and networks, such as NBC, were producing less content for radio and more content for television.

As a result, WBAP began to produce more locally focused programs and changed formats from variety/music to middle-of-the-road/country and western music. The shift in formatting, as stated earlier, was most likely due to television becoming the dominant medium, less variety programming being provided by the networks, and the changing demographics of the DFW area. The metroplex was becoming more urban.

In the 1960s, ratings were down and programming was beginning to change. Agricultural programming, which played an important part of WBAP for the first 30 years, was now being replaced by country and western music.

In the summer of 1970, WBAP switched formats from middle-of-the-road/country and western to full-service country. By 1972, WBAP had the largest listening audience of any country music station in the world. The switch in formats was most likely due to the fact that radio stations around the country were becoming more specialized. Moving forward, WBAP would appeal predominately to those interested in agriculture, news, and country music.

With the success of WBAP in the 1970s, programming would remain almost the same in the 1980s, with few changes. In 1980, the station would become the flagship station of the Dallas Mavericks, and in 1986, the “sports talk” program *Sports at 6* would hit the airwaves. Also beginning that decade was a one-hour news block entitled *Hello Texas*, which was added to compete with rival station KRLD. These changes marked the beginning of a five-year transition from full-service country to news/talk. The transition was likely the result of three factors: “sports talk”

programming was becoming more popular throughout the country, music on AM was becoming less desirable because of its poor audio quality, and with the repeal of the fairness doctrine in 1987, stations were no longer obligated to offer equal representation of different view points. Therefore, conservative talk radio could be adopted.

WBAP's format in the 1990s began as full-service country. However, in 1993, WBAP officially changed to news/talk. During the transition, no listeners to the station were lost. The success of the format change was the result of several factors. One is that the audience that is attracted to country music is similar to the audience attracted to news/talk. Another was that the AM frequency was becoming less popular for music. And finally, WBAP's sister station, KSCS, was playing country music on the audio superior FM band.

In the 2000s, the programming remained the same, except for the omission of *Sports at 6*. Full-time sports stations had become more prevalent in the DFW market. As a result, WBAP decided to focus entirely on news/talk.

Conclusion

Since humble beginnings in 1922 in a 3-room suite on the second floor of the Fort Worth Star-Telegram building with a designated start-up budget of \$300.00, WBAP has remained a top radio station in the Dallas-Fort Worth area and in the nation. The reason for continued success has been WBAP's ability to know the audience, foresee changes in the local demographics and around the country, and change formatting accordingly.

WBAP was owned by the Amon G. Carter Family of Fort Worth for 51 years. During these developing decades, the philosophy and vision for the station remained solid. In true southern hospitality, WBAP of Fort Worth and WFAA of Dallas compromised programming, resulting in the longest shared frequency in the history of radio, 41 years.

The demographics of the area for several decades were white farmers and ranchers, known as conservative, independent businessmen, along with their families. The variety/music format with its news and entertaining programs for all ages was a perfect fit at the time. As the listening area was transitioning from rural to urban and with the emergence of television in the 1950s, it became apparent WBAP would need to initiate a format change to keep its audience. WBAP switched formats from variety/music to middle-of-the-road/country and western.

As WBAP's ratings were declining during the 1960s and country music was becoming popular across the country, in 1969 WBAP added to its programming the future legendary disc jockey Bill Mack to host a radio program which played country-western music during the nighttime hours from midnight to 7:30 a.m. A proven success, the action laid the foundation for the future format change to full-service country in the summer of 1970.

In 1981, WBAP added future Texas Hall of Fame broadcaster Hal Jay, a country-western DJ, to its programming. The pairing of Jay and traffic reporter Dick Siegel proved to be a huge success. The program consisting of music and talking between co-hosts was an unusual program at the time. With the audience's interest in sports,

in 1986 Randy Galloway, a sports columnist for the *Dallas Morning News*, was hired to talk sports. In 1988, when fewer AM music formats were succeeding, WBAP's president and general manager, John Hare, began to modify WBAP's weekday programming to include a one-hour news block. In 1991 WBAP was a blend of Top 40 country music, sports talk, and news from local, national, and international sources. With the hiring of Tyler Cox in 1991, WBAP was laying the groundwork for an eventual switch to a news/talk format. Conservative talk show host Rush Limbaugh was added in 1992. With the addition of these talk show hosts, WBAP was now positioned to proceed with its format change.

The intentional, yet gradual switch of formats throughout WBAP's history led to its success across the decades. Over the years, the leadership of WBAP has had the ability to work with the present audience while keeping an eye on the future.

Suggestions for Further Study

Moving forward, suggestions for further study of WBAP could focus on several topics. Further research could examine how advertising possibly affected programming. In the early days of radio, advertisers sponsored entire programs, such as *The Light Crust Doughboys* of WBAP in the 1930s and 1940s. The sponsors would therefore be in a powerful position to dictate how the show went, due to the fact that they were financing the program. Advertisers, to this day, are the driving force behind any commercial radio station. Without them, a station could not finance its programming or talent.

Another area that could be examined in more detail is the relationship between WBAP and the *Fort Worth Star-Telegram*. These two mediums were owned by Amon G. Carter from the early 1920s to the 1970s and were housed in the same building for a brief period of time. It can be assumed that some of what was being printed in the *Star-Telegram* was also being broadcast on WBAP.

Finally, more research could examine how online streaming has affected programming. Online streaming allows for a wider audience, since anyone with an Internet signal is able to go to the station's website and stream its programming. Currently, WBAP's programming does not appear to be tailored toward those who listen online. However, will things change in the future?

Limitations of the Study

When attempting to uncover the history of WBAP, there were limitations in the amount of information that was reasonably accessible. Full access to the *Fort Worth Star-Telegram*'s historical archives would have been an invaluable resource. Unlike the *Dallas Morning News*, the *Star-Telegram* has yet to have made digital archives of issues prior to the 1990s.

Another problem that arose in this study was the limited amount of information in regards to the modern era of WBAP. Until the late 1960s, radio programs were covered and documented by the media, in the same manner that gossip magazines report on television and film. With the absence of documentation, changes to WBAP and its programming are less documented as one moves through the decades into the 2000s.

Forecast of WBAP's Future

In this day of modern technology, the success and future of WBAP, and other U. S. radio stations, depends on their ability to adapt to emerging technologies. The popularization of television in the 1950s made some in the industry fear that the end was near for radio. Television had taken much of the audio programming from radio and added the visual effect. However, radio was saved because people still had to drive their cars to-and-from locations, and radio was a background medium to which one could listen to while paying attention to the road. So now the question becomes how does WBAP keep its current car-radio listeners when a driver no longer has to pay attention to the road and can focus on a plethora of other devices, such as a laptop, tablet, or smartphone?

Auto manufacturing giant Ford has announced that it plans to introduce a self-driving car by 2021 ("U.S. Aims to Tame," 2016). With the future of the auto industry appearing to be moving in the direction of a self-driving car, how does the radio industry and WBAP continue to thrive? Habit, may keep people interested in terrestrial radio for a while, but long term, it will not be successful.

One way WBAP could combat the possible dilemma is by making their product more visual. Some current television stations, such as Fox Sports and ESPN, broadcast their radio programs on TV. Radio stations would be wise to adopt this practice and begin video streaming their shows online, so that audiences could view their programs. As a result, the radio stations would be ready and experienced in the practice by the time the self-driving car becomes popular.

WBAP would also be wise to continue its current philosophy that being entertaining to the listener is more important than adhering to the format. Too many stations are afraid to venture into topics that do not fall within their programming formats. Most people appreciate good storytellers, regardless of the topic of the story, as long as what is being said is interesting and compelling. As a backbone, the radio station should continue to have an identity or format but should not be hesitant to talk about subjects that are outside the format. In the end, audiences just want to be entertained.

Overall, WBAP's future is dependent on the station's next move. If WBAP remains status quo and does not prepare for emerging technologies, i.e. self-driving cars, the station will eventually get to a point where it is unable to make a profit. The disintegration of the station would be slow, but inevitable. The future of WBAP will not be in radio. It will be in digital media broadcasting.

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